

The American **BAKER**

PUBLISHED FOR THE BAKERS OF AMERICA

1951: 10th Anniversary of Enrichment

SEE PAGE 18



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JANUARY

Volume 19

Number 1

1951

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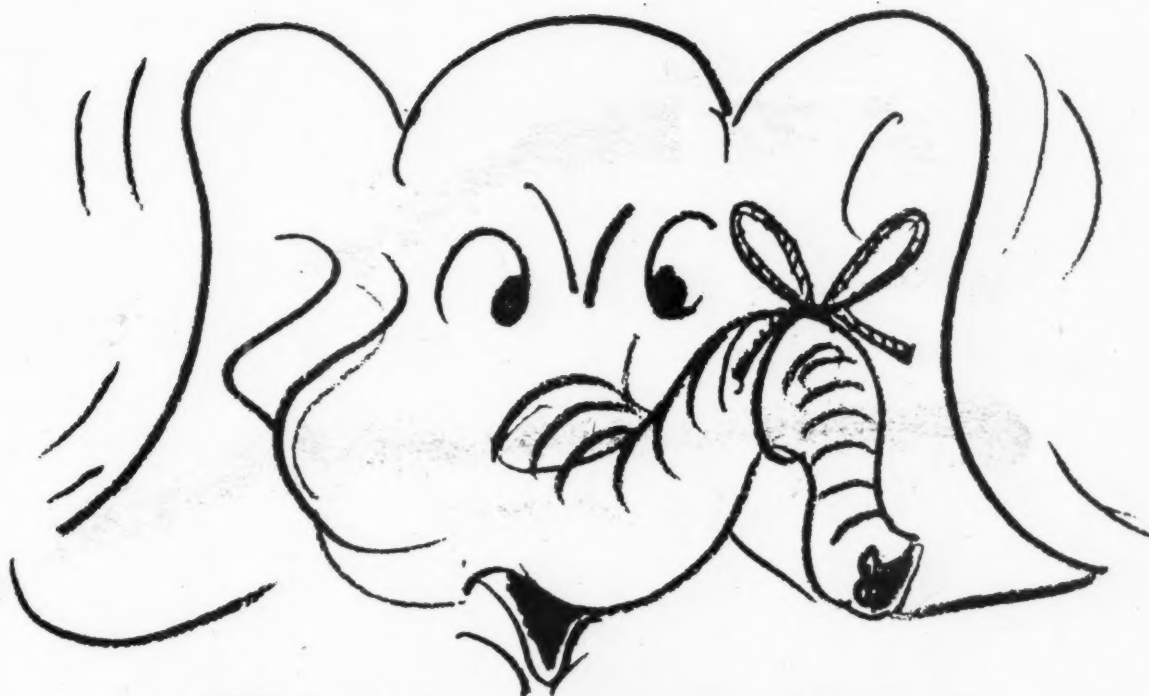
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INTERNATIONAL MILLING COMPANY

MINNEAPOLIS 1, MINNESOTA



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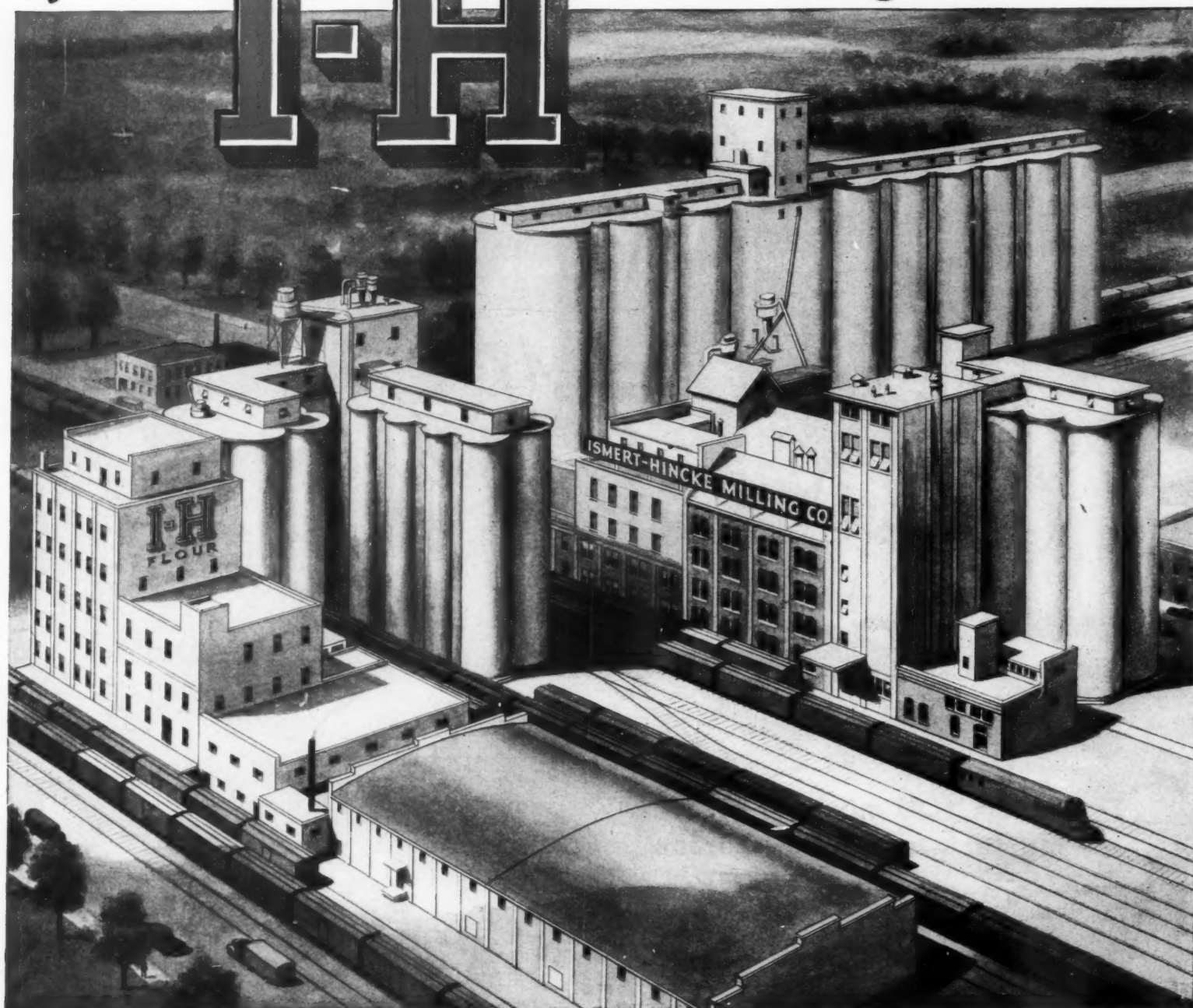
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The American Baker

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BAG
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 that will
 HELP SELL
 YOUR FEED!*

I'm Betty Bemis, your Silent Salesgirl!

Let Bemis Cut-outs Work for You!

Bemis dress-prints, with designs by leading New York artists, have been helping sell feed bags for home sewing for years.

And now . . . THE YOUNGSTERS, from toddlers to teen-agers, are going to get in the act. Why? BEMIS CUT-OUTS!

Bemis Cut-outs will be in demand by the pigtail set. The kids will see to it that Mamma buys the feed in Bemis Bags with the cut-outs . . . dolls with doll clothes for the toddlers, teddy bears and cute fawns for the older ones. These cut-outs are colorfully printed on the bags along with cutting guides and instructions for sewing and stuffing. This latest Bemis development makes the package more than ever a selling help to your product. It adds to the large number of consumers who want you to use Bemis Bags.



*I'm
 Phil Fawn.
 I sell, too!*

*And I'm
 Teddy Bear...
 we're all
 salesmen!*



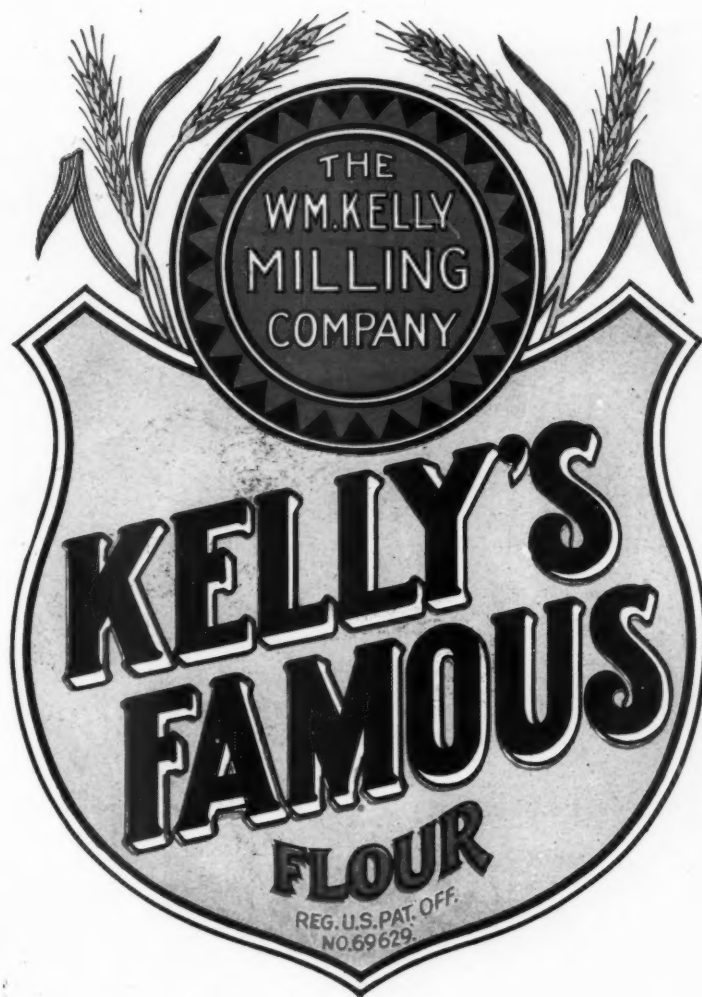
Ask your Bemis
 representative
 about this new
 smash development —

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Satisfied...

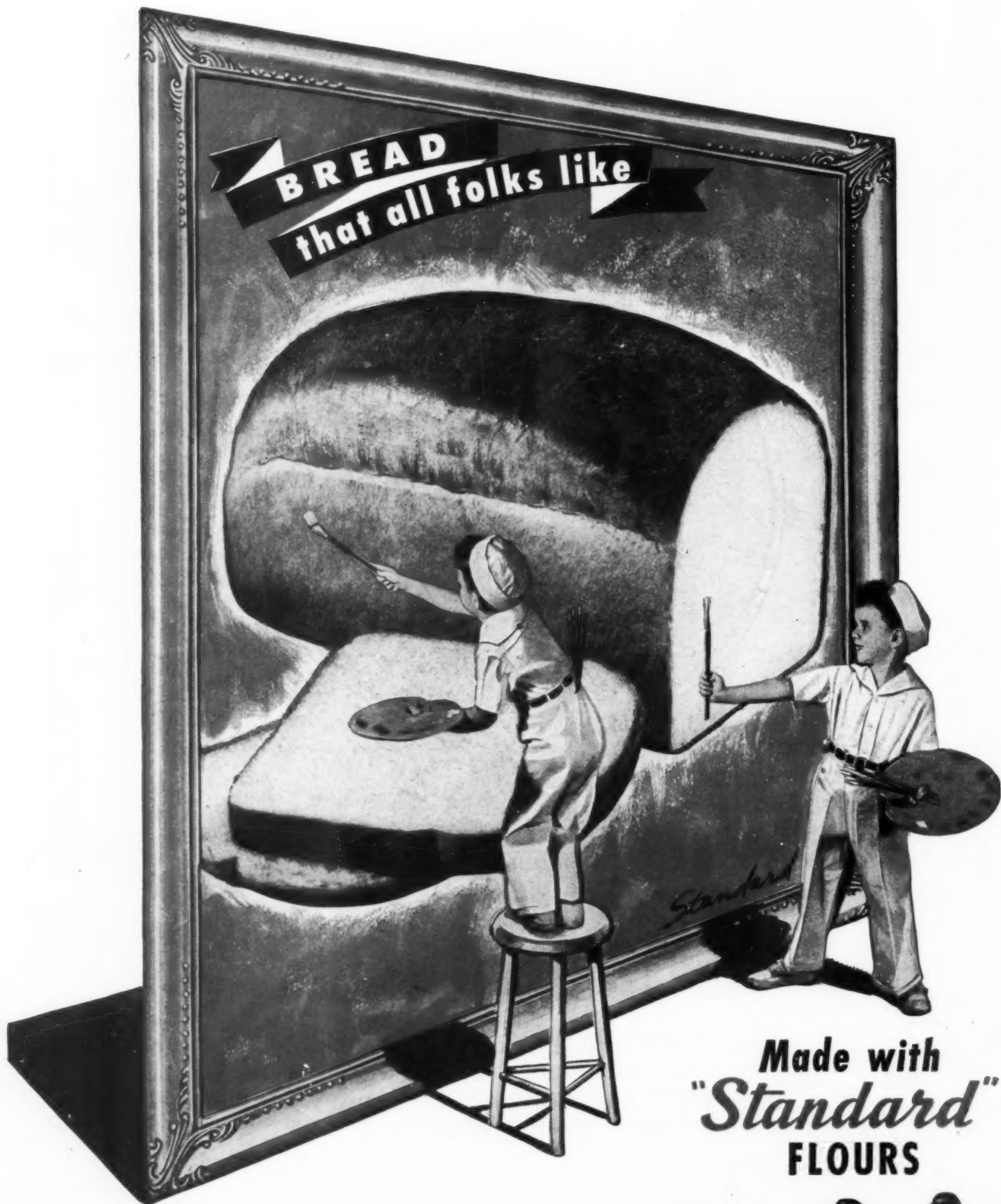
KELLY'S FAMOUS flour first must satisfy us by its performance in our laboratories. That is why it also has satisfied many hundreds of customers over the many years that this superb flour has been a market leader.

Milled exclusively from scientifically selected varieties of finest hard wheat under constant Laboratory Control.

The WILLIAM KELLY MILLING COMPANY
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Capacity 5,000 Sacks

Grain Storage 1,000,000 Bus.



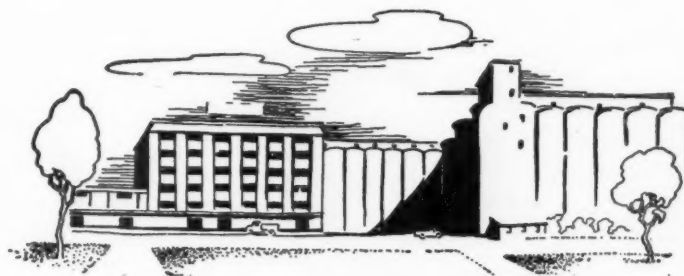
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"Standard"
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STANDARD MILLING
COMPANY
BAKERY FLOURS



ARNOLD OF STERLING



THORO-BREAD

the perfect flour

WE ARE not a large milling company and we must admit that the large organizations have a great deal to offer, but we feel that we have certain advantages, too. For one thing, we can tell you that there is no place where your flour order will get more personal attention than right in our mill. When we boast that we look after our customers' interests, we mean it—right from the moment we buy wheat for milling to the time when we inspect the boxcars in which the flour will be shipped. That's one of the "plus factors" you get with THORO-BREAD flour.



ARNOLD OF STERLING

THE ARNOLD MILLING COMPANY
STERLING, KANSAS

Capacity 2,500 Cwts. Daily

Wheat Storage 500,000 Bus.

ARNOLD OF STERLING



BILL STERN TELLS ANOTHER SPORTS STORY

...down isn't *Out!*



● Years ago, there was a wrestler named Ray Steele who was just another grunt-and-groan man of little distinction. Then one night, he climbed into the ring to wrestle against the famous Jimmy Londos, then the heavyweight wrestling champion of the world, and Ray Steele became a tragic has-been. For in that torrid wrestling match, Steele was hurled from the ring, suffering a badly injured spine. The doctors gloomily informed him that he would remain a cripple for the rest of his life. But one day, Steele met an old ex-prize-fighter who said: "Ray, I know they said you'd be a cripple for life, but I can fix you up so you'll wrestle again!" So Ray Steele, on a strange hunch, placed himself in the hands of that gymnasium roustabout, who rigged up a queer contraption of weights, ropes and pulleys on Steele's bed. For weeks the useless wrestler pulled and twisted his crippled body, suffering untold tortures as the ex-prizefighter worked on him. And then a strange miracle was wrought, for Steele came out of bed with his spinal injury fully corrected! And even

stranger, for in the next ten years, Ray Steele not only wrestled against the best, but became the heavyweight wrestling champion of the world!

Yes, comebacks such as Ray Steele's are rare in the sports world. But in the baking business, customers will come back (pardon the pun) again and again . . . if they can count on top quality goods *every* time! It's this factor of uniformity that makes the right choice of flour so important to your sales and your profits. Put Commander-Larabee flour to a performance-test right in your own shop. Once you've actually seen for yourself the perfectly developed doughs mixed without profit-eating variations in tolerance and mixing time . . . once you've actually baked the same mellow, high-rising loaves day after day without the formula juggling or schedule shifts so common with ordinary flours, you won't need another word of encouragement . . . you'll sell yourself! But remember . . . you've got to *try* it first. Put the Commander-Larabee flour of your choice on your *next* flour order!



PERFORMANCE COUNTS

Commander-Larabee Milling Company

GENERAL OFFICES

MINNEAPOLIS • 2 • MINNESOTA

Editorial . . .

The Preparedness of Bread

(See article on page 18)

MANY things were not ready when we came to the national crisis in which we now stand. Our government was unprepared, politically. Our military arm was weak, though we had supposed and had a right to suppose that it was strong. We were unprepared as a people for the austerity, sacrifice and adversity of such world leadership as would be successful in maintaining world peace. But in one major thing we were fully prepared. We were ready, as in the previous world wars, to provide bread of the kind and quantity needed not merely for ourselves but for that large part of the world which depends upon us.

The baking industry and the milling industry have armed the nation with a staple food vastly improved in its nutritional qualities, and back of it the technical and mechanical facilities for maintaining the supply in any likely quantity and in any desired kind.

We do not forget the wheat grower's part in this preparedness. He is supported by tremendous advancements in agricultural science and the

generous solicitude of government. But he nevertheless is literally in the hands of God. He cannot raise wheat without weather. Man has no way of tempering the wind and the rain.

We like the bulletin to members that has just been sent out by John T. McCarthy, chairman of the American Bakers Assn. "As an industry," he says, "we have a serious responsibility in seeing to it that America and Americans continue to gain in health and strength in the years to come. Bread will fill a major part in the daily nutritive requirements of all our people. If and when prices of commodities advance and income is reduced farther by increased taxes, it will be more fully realized that truly, penny for penny, bread is the best food buy. Our obligation and our responsibility are clear cut. From this day forward, bakers must see to it that every loaf of white bread which should be enriched is brought fully up to the required standards. Enrichment of bread provides one of the few great plus values which the consumer can obtain today. It must be a major nutritional safeguard in the uncertain days ahead."

Bakers Pick Up the Ball

(See news story on page 12)

AS was to be confidently expected, the baking industry has been prompt and enthusiastic in seizing upon the bread promotion opportunity that is afforded by the Leverton diet research at the University of Nebraska. The story of that sensational study, which breaks down with scientific authority the long-standing and damaging "bread-is-fattening" phobia, has been told in these columns and has attracted widespread attention in the commercial baking industry. Under the initiative of top association executives the industry has begun making plans to put the story emphatically and persistently before the nation's millions of bread eaters in reemphasis of the importance of bread in the dietary. This program had its start, in fact, when the Leverton report was first made public two or three months ago. At that time the American Bakers Assn. called it to the attention of members in a special bulletin and asked them to make good use of it with local edi-

tors whose publications had missed it. The Leverton report was called "a highly important pronouncement to the baking industry—excellent material for use in combatting the food faddists who recommend diets which do not include bread and who cling to the ancient idea that bread is fattening."

The necessity for dealing with the fattening phobia did not escape the baking industry in its prior promotion work. One of the prominent themes in the bakers' advertising program of the past two years was bread's innocence of more than its just share of popular—and too frequently crackpot—blame for waistline expansion, particularly on the feminine girdle-and-girth front. "Bread is no more fattening, as nutritionists will tell you"—so ran the advertising copy—"than any other food that gives you so much energy." No scientific proof was at hand to substantiate this truism then, but it is available now, and it should be used—to the hilt.

Exhausted Executives

BAD news has come to us repeatedly in recent months of young executives who have cracked up and who have been put aside temporarily for repairs. Peculiarly appropriate to the times, therefore, is a leading article in the Journal of the American Medical Assn.

Uneasy lies the head that wears the crown. Power comes into the hands of the young executive, and glory lies ahead. But the way to the top of the road is hard and there is punishment and penalty in the price that must be paid to get there. Sometimes it must seem as if the cost isn't worth the thrombosis.

In this matter the business executive really appears to have been a forgotten man. It is encouraging, therefore, to note that medical science is hastening—though belatedly—to the rescue. The good doctors who wrote the article have made some interesting suggestions. We have heard psychiatry proposed before, but it was with specific relation to sales management. Oddly, the simplest of all prescriptions seems to have been overlooked by the medicos, though it may be implied; to-wit: Take it easy.



THE OLD YEAR AND THE NEW: A 30-year dream of the baking industry came true during 1950 when the new million dollar headquarters building of the American Institute of Baking was dedicated in Chicago. This and other significant events of the year just ended are reviewed in a special feature on page 10. Also on that page begins a series of six statements by presidents of national associations of the baking and allied industries concerning the prospect for the new year ahead. The leaders see more work and unpredictable confusion, but most agree that there would be continued improvement in business and see in 1951 a challenging opportunity.

Details on Page 10

THE PRICE OF BREAD: As the price of bread was advanced in several major markets over the country, an official of the Economic Stabilization Administration indicated that the new government price control agency was keeping its eye on this traditionally significant index of the cost of living. Further advances in the price of bread, he said, would bring action by the agency. Meanwhile, bakers were studying their profits figures as they worked out a basis for justification of the bread price increases that were brought on by rising costs of ingredients and a cumulative rise in the cost of labor.

Details on Page 11

UNION CONTRACT ISSUE: Hearings have been scheduled to start Jan. 8 by the New York regional office of the National Labor Relations Board in the single company-wide contract issues between the Continental Baking Co. and the Continental Baking division of the Bakery and Confectionary Workers International Union of America. Meanwhile, the groundwork has been laid for three additional company divisions of the union. The proposed new divisions would seek single company-wide contracts with the General Baking Co., Purity Bakeries Corp. and the Ward Baking Co.

Details on Page 11

SUGAR QUOTA SET: The 1951 domestic sugar consumption quota has been set by the U.S. Department of Agriculture at 8 million short tons, raw value. This compares with the original 1950 quota of 7.5 million tons, which was revised upward to 8.7 million tons before the end of the year. Industrial sugar users, including representatives of the baking industry, asked for a 1951 quota of 8.7 million tons, while sugar producing interests had requested a quota not in excess of 7.9 million tons.

Details on Page 13

FLOUR MARKET: Wheat and flour prices have been drawn upward by the inflationary forces accompanying mobilization and by the prospect of price ceilings above current markets, according to George L. Gates, market editor of The American Baker. Concern over the 1951 winter wheat crop also helped to strengthen prices at the start of the new year, when wheat reached the highest levels since the conflict started in Korea.

Details on Page 14

(Additional Spotlight Comment on Page 57)

Next Month . . .

● A VARIETY of popular muffins will make it possible for the baker to compete with the housewife on a product she might feel herself capable of making at home. The formulas feature next month, conducted by A. J. Vander Voort, technical editor of The American Baker, will be devoted to formulas which will help the baker in satisfying the most discriminating consumer. Suggestive selling will emphasize the importance of serving muffins piping hot.

● THE FACTS and figures involved in a discussion of truck leasing versus private ownership will be discussed in an article appearing in The American Baker for February by H. O. Mathews, manager of transportation for Standard Brands, Inc., New York. The article, which defines the basic trucking costs and provides a base for determining the best system for an individual baker to adopt, is based on an address delivered by Mr. Mathews at the 1950 American Bakers Assn. convention.

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A Review of the Baking Industry During 1950...

A THIRTY-YEAR dream of the baking industry came true during 1950 when the new million dollar headquarters building of the American Institute of Baking was dedicated Oct. 15 in Chicago. The dedication ceremonies were a highlight of the 1950 convention of the American Bakers Assn. and industry leaders participating in them pointed out the new scientific and educational headquarters of the baking industry will fill a long felt need.

★ ★ ★

The year 1950 also saw the result of extensive testimony on proposed definitions and standards of identity for various breads and rolls or buns when the proposed standards were published in the Federal Register of Aug. 8, after having been signed by the Federal Security Administrator. On the controversial question of bread softeners, the proposed standards omitted polyoxyethylene emulsifiers and similar bread softeners, thus banning their use in bread when and if standards become effective without change. As the year came to a close the government was studying exceptions to the tentative order and after a review of all evidence it was expected that the bread standards would be promulgated in final form. There were requests, however, for a reopening of hearings, and some observers believed that controversial issues would not be settled until they were taken before the Supreme Court.

★ ★ ★

The Bakers of America Program during the year 1950 featured a greater concentration on consumer education. Two consumer advertising campaigns, one featuring bread and the other sweet goods, continued to appear in several national consumer

magazines. The biggest bread sales building campaign in the history of the baking industry was tied into the 32-page sandwich manual which appeared as part of the May issue of Good Housekeeping magazine. The magazine put the story of bread before 20 million readers, giving the consumer practical information in making a variety of sandwiches for every occasion. The Bakers of America Program organized a tie-in campaign, using the theme "Summer Time Is Sandwich Time."

★ ★ ★

As the nation girded for war during 1950, the baking industry, through its national associations, acted to organize for its part of whatever mobilization effort the government called for. A task committee of the baking industry contributed to a study by the National Security Resources Board, which examined events of the last war in an effort to avoid the mistakes of the past and to draft plans for legislation which would assure prompt and complete control of all phases of the economy in the event of another all-out war.

★ ★ ★

The price of bread continued to receive attention in the nation's newspapers and from congressional investigating committees. As the year 1950 opened, a congressional committee was hearing testimony on baking industry profits and an investigation was also under way in New York City, where "price maintenance" by bakers was charged. In October, a government analysis of the retail price of a loaf of bread which implied that the baking industry was taking a greater proportionate share in 1949 than it did in 1947 was branded as "incomplete and misleading" by

the president of the American Bakers Assn. As the year came to a close, the price of bread was again being raised in several markets in scattered parts of the nation and increases were expected soon in many others. Reasons for the price hikes were the recent increases in the costs of supplies and ingredients, as well as an accumulative rise in bakery labor costs.

★ ★ ★

The answer to one of the bread-stuffs industries' most important problems—the "fattening phobia"—was seen when the results of a weight reduction study were reported as disproving the popular idea that bread is fattening. The study was carried on by Dr. Ruth M. Leverton, professor of nutrition research at the University of Nebraska, in cooperation with the Wheat Flour Institute. As the year drew to a close both the baking industry and the milling industry were making plans for a promotional program using this new ammunition in the fight against the "fattening phobia."

★ ★ ★

In April also, contract negotiations with bakery worker unions in 12 areas were stalemated as the Continental Baking division of the Bakery and Confectionery Workers International Union continued to press its demand for negotiation of a single nationwide contract with the Continental Baking Co. The local unions refused to negotiate the traditional local area contracts if the Continental Baking Co. was represented in the employers' groups. Employers, on the other hand, refused to enter negotiations without representation for Continental. A scheduled strike of 2,500 bakery workers of more than

30 plants of the Continental Baking Co. was averted May 8, when the bakery workers' international union, through the efforts of the Federal Mediation and Conciliation Service, decided to present its case for a single nationwide contract with Continental to the National Labor Relations Board for decision. As the year ended there was no report of further developments in the situation, although the international union held three conferences in Chicago in November for the purpose of discussing the establishment of additional company divisions. The proposed new divisions would seek nationwide contracts with the General Baking Co., Purity Bakeries Corp. and the Ward Baking Co.

★ ★ ★

A historic development in the field of education for the baking industry was marked in Atlanta Sept. 19 when the Southern Bakers Assn. officially announced its sponsorship of a four-year academic course in baking science at Florida State University in Tallahassee. The aim of the curriculum is to prepare administrative, managerial and technological personnel for the baking industry.

★ ★ ★

The tragedy of death struck high officials of the American Bakers Assn. three times during 1950. On March 31, Eugene K. Quigg, who was elected president of the ABA at the 1949 convention in Atlantic City, died following an emergency operation. On Aug. 1, M. Lee Marshall, chairman of the American Bakers Assn., died following a heart attack. Tom Smith, executive vice president and secretary of the ABA, died Oct. 21 after 23 years of service to the national bakers association.

...and a Look Ahead Into the New Year of 1951

ABA

"All indications at this time point to continued improvement in the baking industry during the coming year. The latter part of 1950 witnessed a reversal in the downtrend of sales of bakery products, and volume of virtually all lines showed a gain over

1949 during the last few months.

"There is a general expectation in the industry, reports from our members show, that this improvement has excellent prospects of holding through 1951. Higher national income, increased employment and the return of workers, particularly women, to war industries has contributed to the increased sales volume of bread and sweet goods alike.

"Companies which early last year reported sales running 5% to 10% below previous year's figures in recent months have reported gains ranging from 4% to 12% over the year ago levels.

"Increased income attracts buyers to bakery products and the Bakers of America advertising and promotional campaign has assisted in building volume to higher levels.

"Diversion of expenditures of consumer funds from hard goods, due to government controls, should result in more money spent in food purchases.

In addition, increased employment of women in industry should mean less home baking and greater reliance on the baker for bread and sweet goods.

"The high nutritive value of enriched bread means a more prominent position for this product in family meal planning, as taxes increase and if inflationary trends continue. The food dollar necessarily will be spent more carefully, with actual food value in mind. The belief of the baker that penny for penny bread is the best food buy will become more apparent.

"Greatest emphasis in the Bakers of America promotional program in 1951 will be built around the 10th anniversary of the bread enrichment program. National advertising and merchandising activities will be concentrated heavily in this direction."

—Karl E. Baur, Liberty Baking Co., Pittsburgh, president of the American Bakers Assn.

ARBA

"It is impossible to predict the events of 1951. Some reliable sources report that we may hit a 90-day lull during the changeover from peace to preparedness production caused by large layoffs of men. Other equally reliable sources believe that even though this depressed period occurs it will be streamlined followed by an

(Continued on page 71)



Karl E. Baur



Louis J. Dudt

AS THE year 1950 came to a close, the leaders of the baking and allied industries were setting their sights on the new year ahead. They saw more work and unpredictable confusion for the industries during 1951, with the nation in a grave international crisis. But most agreed that there would be continued improvement in business and they saw in 1951 a challenging opportunity. The statements of the presidents of six national associations of the baking and allied industries are presented here for thoughtful study at the birth of the new year.

ESA Eyes Increases in Bread Price

ACTION PREDICTED IF 2c LB. NATIONWIDE HIKE DEVELOPS

ESA Official Indicates Leading Baking Companies Would Be Asked to Justify Price Boosts on Basis of Profit Positions

WASHINGTON—An official of the Economic Stabilization Administration last month told The American Baker without qualification that if the price of bread was advanced by as much as 2¢ lb. in any broad national move by bakers the ESA would probably act as it did in the case of the automotive industry price increases. In short, he said the ESA would call in the leading baking companies and ask them to justify any price boosts on the basis of the criteria issued last week in regard to price increases above the Dec. 1, 1950, levels.

This reply was given in response to a question in regard to the attitude of the stabilization agency over the reported increases in the price of bread in many areas of the nation.

Under the price stabilization policy issued by ESA last month manufacturers and sellers of service were asked to hold prices to the Dec. 1, 1950, level and only increase prices when necessary to bring items into a profitable position, but then only to the extent that these advances in price reflected the lower of either the actual advance of wages or materials since June 24, 1950, or the amount necessary to make the item profitable. In no case, according to the policy, should prices be advanced beyond the Dec. 1 line if the item was currently showing a profit and the company's books showed that its overall net dollar profit before taxes at the time was equal to or higher than the average net dollar profit before taxes in the years 1946-49.

Digression from Policy

This statement represents a digression from the overall attitude of ESA to agricultural commodities and products processed therefrom. When ESA issued its general policy statement on price levels it was said by ESA officials that agricultural commodities which were not at this time selling at price levels which reflected the minimum ceiling prices available to them were not affected by this policy statement under those conditions. This was seen to cover products processed from agricultural commodities since they, under the law, are also permitted to obtain ceiling prices which reflect the parity or ceiling base of the raw commodity.

In the case of bread, however, it now appears that ESA will not tolerate any broad advance in bread prices without an examination of the profit position of the leading companies in the industry.

Some bakers are reported to have received so-called "7-day telegrams" from ESA requesting that the agency be given a 7-day notification in advance of any increase in price on any product where annual volume is more than \$500,000. The telegrams were said to point out that furnishing this information does not imply approval or disapproval of the increases.

The responsible official who in-

formed The American Baker of the possibility of an ESA move against the baking industry in the event of a broad national price advance noted that bread was the No. 2 item on the cost-of-living index, immediately ahead of automobiles.

Subsequent to disclosure of this information, other top officials at ESA denied that they were contemplating any action against the baking industry, declaring that they knew of no activity on this front. However, in behalf of these officials it must be observed that they are newcomers to the price control problem and probably were not aware of the sensitivity of the public and labor to advancing bread prices.

Senators Discuss Bread Price

Not only at ESA was bread the topic of interest. On Capitol Hill, the Senate reopened the controversy over the price of bread and the cost of wheat with leading senators from

northwestern grain-producing states charging that bread prices had not only not followed wheat prices but on the other hand had actually moved up against declining wheat prices. The Senate discussion, however, failed to cover the whole problem and did not touch on increased costs of other items which are used in production of bread, including labor.

A rough analysis of price advance possibilities in bread was made last month by a trade source which estimated that the baking industry may need another 1¢ lb. increase in bread to maintain its normal profit standards. If the wheat price should move up to the minimum legal ceiling available under the Defense Production Act of 1950 flour could advance further to reflect that increase thereby causing another cost advance to the baker of approximately 1/4¢ lb.

It is that type of increase which would fall afoul of the ESA price policy. The baking industry is seen as one removed from the agricultural commodity level and not wholly covered by the need that this product reflect the full parity base of the commodities which are used in production of bread and baked goods. The baking industry is seen as more clearly falling into the category of manufacturing processors and therefore subject to an examination of profit position under the terms of the ESA voluntary price freeze request at the levels of Dec. 1, 1950.

Hikes in Bread Prices Reported After Higher Ingredient Costs

The price of bread, a cost-of-living index that is watched closely by consumers, newspapers and the government, was raised in several markets in scattered parts of the nation last month and increases were expected soon in many others. Bakers in some cities declared their intention to hold the line at present, although most admitted that a bread price increase appeared to be a certainty in the long-range picture.

Reasons given for the price hikes were recent increases in the costs of supplies and ingredients, as well as a cumulative rise in bakery labor costs.

Placing the entire blame for bread

price increases on rising flour prices appeared unjustified. Flour prices have risen some 25 to 35¢ cwt. recently, while it would take a \$1.50 sack increase in flour to justify a 1¢ lb. increase in the price on bread on that basis alone.

Other ingredient costs also were on the increase.

One bakery firm, in announcing a bread price increase, pointed out that it was the second increase in three years and that bread prices had gone up only 80% since 1941, compared with a 114% increase for the average of all foods. The increase in the price of shortening, it was reported, was 43.6% since the Korean war started.

Walter M. Jennings Leaves Post as ARBA Executive

CHICAGO—Walter M. Jennings has left his post as executive secretary of the Associated Retail Bakers of America. This action, effective Jan. 1, was announced following a meeting of ARBA officers and directors here Jan. 3.

Commenting on future plans and programs of the association, Louis J. Dudd, Dudd's Bakery, Pittsburgh, ARBA president, stated that all activities of the ARBA will be "geared to fit the needs of retail bakers in the months ahead." Replacement of Mr. Jennings will be deferred, he said, "in order to have adequate time to survey the field of available candidates."

In the meantime, Miss Gertrude Schurr, who was connected with ARBA for a period of more than 12 years prior to joining the staff of the Associated Bakers of Greater Chicago, is returning to the ARBA headquarters office as secretary and office manager.

Mr. Jennings was appointed executive secretary of the ARBA Aug. 1, 1949. His previous experience has included several years with Chapman & Smith Co. as sales manager.

—BREAD IS THE STAFF OF LIFE—

LEW JONES NAMED BY DOUGHNUT CORPORATION

MINNEAPOLIS—Lew Jones, formerly sales representative for the Doughnut Corporation of America in North Dakota and South Dakota, has been appointed to handle all DCA sales in Minnesota, according to a recent announcement by the company.

Mr. Jones, who has been with the doughnut firm for three years, succeeds Henry C. Kayser, who recently resigned from DCA to form his own business here.

Mr. Jones will maintain his headquarters at the company's local warehouse, 1700 Chestnut Ave.

David Law will represent the Doughnut Corporation in North Dakota and South Dakota with headquarters at Fargo, N.D.

NLRB to Hold New York Hearings on Continental Contract Dispute

NEW YORK—Hearings have been scheduled to start Jan. 8 by the New York regional office of the National Labor Relations Board in the single company-wide contract issue between the Continental Baking Co. and the Continental Baking division of the Bakery and Confectionery Workers International Union of America.

The union agreed last May to present its case for a single nation-wide contract with Continental to the NLRB for decision.

Meanwhile the groundwork has been laid for three additional company divisions of the international union. At recent meetings held by

the union in Chicago, delegates from local unions with membership including workers of the General Baking Co., Purity Bakeries Corp. and the Ward Baking Co. voted to form company divisions of the international union for the purpose of underwriting company-wide contracts with each of these companies.

Policies were then developed and adopted for the conduct of the divisions and preparations were made for polling the membership working in the plants of the three companies and their local unions for approval or disapproval of this action. It was decided then that should this action be

approved, the chairmen of the three divisions would call contract conferences during the month of February for the purpose of drafting new contract proposals. Approval having been given, the chairmen of the three divisions have issued calls for contract conferences for the latter part of February, at which time the delegates will discuss and draft new contract proposals.

A contract conference is also being called during the same week of all local unions presently in contractual relationship with the Continental Baking Co. for the purpose of discussing and drafting contract demands.

ABA Asks Withdrawal of Proposed Standards for Special Wheat Breads

WASHINGTON — The American Bakers Assn. has asked withdrawal of Section 17.6 of the proposed bread standards, holding that issuance of the section would not be "reasonable" and would not "promote honesty and fair dealing in the interest of consumers."

Section 17.6 of the proposed standards deals with bread, rolls and buns made with combinations of white flour, whole wheat flour, cracked wheat and crushed wheat.

The request was made in a letter dated Dec. 18 to Oscar Ewing, federal security administrator, and followed personal conferences between representatives of the bread standards advisory committee of the ABA and officials of the Food and Drug Administration.

The ABA letter pointed out bakers' concern over this section of the proposed standards, as evidenced by

the discussion at two meetings of the ABA board of governors, by a meeting of West Coast bakers called especially to discuss the subject and by information and inquiries reaching ABA headquarters from all parts of the country.

The ABA letter cited the "unreasonableness" of the proposed section which it said was graphically shown by the myriad of possible formulas. Should the section be promulgated as now drawn, it was pointed out, "unbelievable confusion will prevail among bakers of specialty breads in this country."

The ABA listed the following points to support its request for withdrawal of the section:

"The character, small amount and obsolescence of the testimony on this matter.

"The small percentage of products involved.

"The confusion of consumers and hardship on them which would result from issuing proposed Section 17.6.

"The confusion of bakers and the hardship on bakers which would result from the issuance of proposed Section 17.6.

"The many 'borderline' questions which would arise with resulting uncertainty and fear and possible general breakdown of regard for the whole standards procedure insofar as breads are concerned.

"The many enforcement problems which could arise.

"The problems the government and the association would have in educating bakers concerning compliance with the standards.

"The fact that the integrity of 'whole wheat bread' or 'graham bread' or 'entire wheat bread' is guaranteed by proposed Section 17.5."

state agencies are directed to make their regulations conform insofar as possible with those fixed under the 1906 federal act; while in Arkansas the state agency under an amended law, is directed to make regulations conforming as far as possible with those under the new federal act. West Virginia and Wisconsin give no rule-making power to the state agencies, but Wisconsin fixes standards in its statute.

"(4) New Mexico has no comprehensive food and drug act."

ROCKY MOUNTAIN BAKERS TO HOLD MEETING FEB. 18

DENVER—The Rocky Mountain Bakers Assn. is planning a one-day meeting at the Broadmoor Hotel in Colorado Springs Feb. 18, according to a recent announcement by Ted Kunde, Western Bakers Supply Co., Denver, secretary.

Bakers "Enthusiastic" About Promotion of Leverton Story

CHICAGO — Baking and milling leaders met informally here Dec. 15 to discuss the promotion possibilities of the "bread-is-not-fattening" story developed from the Leverton weight reduction study. Officials of the American Bakers Assn., the American Institute of Baking and the Bakers of America Program were "enthusiastic" when they saw the colored-slide presentation of the story of the eight-week study carried out by Dr. Ruth M. Leverton, professor of nutrition research at the University of Nebraska, under the sponsorship of the Wheat Flour Institute.

The research has been hailed by leaders of the breadstuffs industries as the answer to one of their most important problems—the "fattening phobia."

(EDITOR'S NOTE: Results of the weight reduction study were reported in a news story which appeared on page 11 of the November issue of The American Baker.)

The baking industry representatives indicated that plans would begin immediately to work out a program to put the story before the

nation's millions of bread users in a reemphasis of the importance of bread in the nation's dietary. The Wheat Flour Institute made available a pamphlet telling the weight reduction story for distribution through baking industry channels to consumers. A test of the popularity of the study is now being undertaken, prior to the formulation of a detailed promotion program.

Howard H. Lampman, executive director of the Wheat Flour Institute, Chicago, and Walter H. Hopkins, director of the Bakers of America Program, Chicago, are planning extensive cooperation between the two industry-wide promotional organizations. It was indicated that a detailed program for the promotion of the weight reduction story would be ready to put into operation by March 15, 1951.

Representatives of the baking industry attending the meeting, in addition to Mr. Hopkins, included John T. McCarthy, Jersey Bread Co., Toledo, chairman of the American Bakers Assn.; Fred L. Cobb, Cobb's Sunlit Bakery, Green Bay, Wis., chairman of the millers relations commit-

tee of the ABA; Louis E. Caster, Keig-Stevens Baking Co., Rockford, Ill., president and chairman of the American Institute of Baking, and Howard O. Hunter, executive vice president of the AIB, Chicago.

In addition to Mr. Lampman, the milling industry representatives at the Dec. 15 meeting included Herman Steen, vice president of the Millers National Federation, Chicago, and G. Cullen Thomas, General Mills, Inc., Minneapolis, chairman of the bakery relations committee of the federation.

—BREAD IS THE STAFF OF LIFE—

Materials Needs for Machinery Outlined in Report

WASHINGTON—A detailed report of the basic materials that will be required for continued production of bakery machinery during the current national emergency has been prepared under the guidance of the Bakery Equipment Manufacturers Assn. and was submitted last month to the U.S. Department of Agriculture.

The consolidated report was prepared from individual company reports submitted to the association on a confidential basis. A total of 57 companies cooperated in preparing the report.

The USDA was expected to use the information submitted in working out recognition of the baking industry as essential to the civilian economy.

Arthur F. Cummins, chairman of BEMA's national defense committee, has pointed out that problems of mal-distribution as well as shortages loomed ahead and he stressed the need for a program to insure an adequate food supply.

—BREAD IS THE STAFF OF LIFE—

ASK MORE CELLOPHANE FOR FOOD RETAILERS

HOUSTON—The allocation of more cellophane and other materials to food retailers was urged in a resolution adopted at the recent meeting of the Super Market Institute here.

The resolution pointed out that the national emergency has impaired supplies of cellophane and other transparent wrapping films and that such wrapping materials are "essential" in the distribution of perishable food products.

The institute urged allocation of more of these supplies to the retail food industry and elimination of sale of cellophane for decorative purposes and wrapping of non-perishable products where no useful purpose is served. The organization announced that the resolution would accompany a study of retailer use of the materials that was to be submitted to government officials.

—BREAD IS THE STAFF OF LIFE—

FDA REPORTS DISPOSITION OF 2 SEIZURE ACTIONS

WASHINGTON—Final disposition of two cases involving bakery products are reported in the most recent issue of "Notices of Judgment under the Federal Food, Drug and Cosmetics Act," published by the Food and Drug Administration of the Federal Security Agency.

The agency charged adulteration and misbranding of cookies and misbranding cones. The products were used as animal feed or destroyed.

Sugar Quota Set at 8 Million Tons

Importance of Transportation for Bakers Cited

WASHINGTON—The importance of trucks and street and highway transportation for the baking industry has been called to the attention of James K. Knudson, administrator of the Defense Transport Administration, by the American Bakers Assn.

In a letter dated Dec. 15, the ABA stressed the essentiality of the industry in all its segments and the part it plays as the largest user of basic and major farm products, such as wheat, milk, eggs, fats and oils, sugar, fruits and berries. The conversion of these into palatable and nutritious bakery products with "place utility" through the industry's distribution and transportation system was explained.

Attention of the commissioner was directed to the number of trucks used by the industry amounting to approximately 60,000 of all kinds, as shown by the 1947 Census of Manufactures.

The importance of the house-to-house branch was particularly stressed and it was pointed out that even in the period of tightest restrictions in World War II, its economies of operation justified its continuance.

The complete cooperation of the ABA in the development of workable regulations by the Defense Transport Administration was offered. ABA announced it will watch developments closely in this field to protect the interests of its members.

—BREAD IS THE STAFF OF LIFE—

RED STAR YEAST FIRM FETES AIB GRADUATES

CHICAGO—The Red Star Yeast & Products Co., Milwaukee, entertained the 58th graduating class of the American Institute of Baking at the Lake Shore Club, Chicago, in December.

The following executives of the institute attended the luncheon: Howard O. Hunter, executive vice president; Dr. William B. Bradley, scientific director; William Walmsley, principal of the school; Edward L. Holmes, director of sanitation, and Lt. Lester Starr, Quartermaster Corps, U.S. Army.

USDA ANNOUNCES ESTIMATE OF CONSUMPTION DURING 1951

Industrial Users' Group Had Asked for Consumption Quota of 8.7 Million Tons at Hearing Held in Washington Nov. 28

WASHINGTON—The 1951 domestic sugar consumption quota has been set by the U.S. Department of Agriculture at 8 million short tons, raw value. This compares with the original 1950 quota of 7.5 million tons, which was revised upward to 8.7 million tons before the end of the year.

The action came following consideration of testimony presented at a Nov. 28 hearing held by USDA to determine domestic sugar consumption requirements for 1951. At the hearing, representatives of the baking industry and other industrial users of sugar urged establishing the 1951 quota at 8.7 million tons, while representatives of the sugar-producing industries asked for a 1951 quota not in excess of 7.9 million tons.

The quota, established under pro-

visions of the Sugar Act of 1948, is the amount of sugar the government will allow to be sold in the U.S. from domestic and island sugar producers.

The basis for the USDA decision was reported to be the fact that in 1950 domestic consumption amounted to approximately 7.85 million tons and the new 8 million-ton level represents allowance for a 2% increase in the population. The USDA announcement stated that refiners' stocks may be between 250,000 and 300,000 tons larger than last year on December 31 and that stocks in the trade pipeline and on consumers' shelves may run as high as 300,000 tons heavier than last year at this time.

Trade comment on the announcement was that the decision is clearly a compromise between the two groups whereas it has been hoped in these times of world political unrest that the quota would have been more liberal and that industrial users would have been permitted greater latitude in building up inventories. Some observers forecast that before the year ends USDA will have to revise its quota upwards by at least another 500,000 tons.

Under the provision of the Sugar Act of 1948 USDA may adjust the annual quota decision to maintain adequate supplies and hold prices stable.

The Sugar Act requires that the Secretary of Agriculture announce his official estimate of domestic requirements for the coming year in December of each calendar year. In making that estimate he is required to take into consideration (1) the quantity of direct consumption sugar distributed in the 12 months ended the previous Oct. 31, (2) condition of inventories of sugar in the U.S., (3) changes in consumption levels as indicated by demand factors and changes in the population and (4) the relationship between the price of sugar and the cost of living since 1947, when price control on sugar ended.

ABA CALLS SUGAR QUOTA "FAIRLY REASONABLE"

CHICAGO — The 1951 domestic sugar consumption quota of 8 million tons has been called "fairly reasonable under world conditions at this time" by the American Bakers Assn. "Its conservative level will provide a cushion against catastrophe," the ABA said. "It must be said that sugar and fats and oils usually are the first food items to become critical in an emergency period, so that a careful and conservative policy by the government on these items is desirable. Refiners have a heavy backlog of unfilled orders and they suggest that all industrial users follow a sound inventory policy and maintain adequate floor stocks."

House Group Hears Bakers' Story About Use of Chemicals in Food

WASHINGTON—The appearance last month of Herman Fakler, executive vice president of the Millers National Federation, and Gerard R. Williams, Williams Baking Co., Scranton, Pa., pulled the Delaney House committee hearing on the use of chemicals in food out of the obscure doldrums of technical testimony and back to the realities of the milling and baking industries.

Both witnesses affirmed their support of any move to insure consumers that they are being protected against the use of dangerous or toxic chemicals either in flour or baked goods.

Mr. Williams, testifying as chairman of the bread standards committee of the American Bakers Assn., expressed the desire of the baking industry to assure the housewife of complete protection against harmful ingredients in bread and other foods. He departed from the general theme of his testimony to unmask the distortions in the testimony given earlier by George Prichard, director of the fats and oils branch of the Production and Marketing Administration in regard to the use of shortening by the baking industry.

The Scranton baker told the committee that investigation of the background of the Prichard testimony revealed that this incorrect estimate had been given Mr. Prichard by bakery officials of the U.S. Department of Agriculture and consisted in excerpts of a statement made by John T. McCarthy, chairman of the American Bakers Assn., before a congressional committee investigating food shortages on June 4, 1945, a time when fats and oils were in short supply.

On that occasion, Mr. McCarthy said, "An average acceptable bread formula in this country has contained in normal years about 7 lb. sugar per cwt. flour and 4 lb. fat or oil per cwt. flour. Today, bakers are fortunate to be able to use in bread 3 lb. sugar per cwt. flour and 1 to 2 lb. fat or oil. WFO I limits fats and oils use to 3 lb. per cwt. flour. The reduction on May 13, 1945, of the quota of fats and oils as shortening for bakers to 80% of the 1942 use . . ."

Mr. Williams repeated other excerpts from the McCarthy testimony on that occasion to correct the false impression of which Mr. Prichard appeared to have been the unsuspecting author. In 1945 consumption of bakery products had risen to 150% of the 1942 period in which the baking industry fats and oils use quota was set, making the 80% quota a rather ineffective aid, it was pointed out. In those days the quota was little more than a hunting license and no guarantee of supply, Mr. Williams quoted Mr. McCarthy as saying.

Affirming the baking industry's high standards of protection of the consumer, Mr. Williams expressed the opinion that to broaden the FDA act to require pre-use proof of harmlessness of a product in foods was

praiseworthy in its aims but added that a too literal interpretation of a provision of this kind could act to stifle scientific improvements. He advocated the necessity of approval of new products in foods by the FDA prior to their use, a point which he said he was certain all bakers would endorse. Manufacturers of ingredients used in foods should adequately test them before they are offered for use, he suggested.

The controversy over the use of emulsifiers by the baking industry erupted again when C. J. Patterson of the C. J. Patterson Co., Kansas City, told the committee that "Sta-Soft," an emulsifier marketed by his company, "aided bakers in making better loaves of bread." He said use of the product made for bread of "better texture and body and represented real economic value to the housewife." The softening effect was not a simple phenomenon, Mr. Patterson asserted. The use of "Sta-Soft" brought about a uniform baking quality which was a physically softer bread, he maintained.

Mr. Patterson said that he disagreed with the statement of Dr. William Bradley of the American Institute of Baking that emulsifiers served no useful purpose in baked goods. He told the committee that his company did not recommend any changes in bakers' formulas when they used "Sta-Soft." He declared unequivocally that "Sta-Soft" did not replace shortening. His own concept of an adequate bread formula included the use of between 1½-2% of shortening.

After these industry representatives completed their statement further scientific and technical testimony on nutrition was given.

MILLER PUBLISHING CO. ANNOUNCES CHANGE OF ADDRESS IN NEW YORK

The New York City branch office of the Miller Publishing Co., publisher of The American Baker, Feedstuffs, The Northwestern Miller and Milling Production, has been moved from 23 Beaver St. to 114 E. 40th St., New York 16. All communications should be sent to the new address.

Upward Thrust on Prices Continues

NATIONAL EMERGENCY PUSHES WHEAT MARKETS TO NEW PEAK

Prospect of Price Ceilings Above Current Market, Concern Over Winter Wheat Crop Add Up to Stronger Wheat Flour Prices

By GEORGE L. GATES
Market Editor of The American Baker

With U.S. mobilization moving ahead rapidly and no prospect of quickly ending the fighting in Korea in sight, wheat and flour markets in early January continued to move upward. The declaration of a national emergency by President Truman in mid-December touched off an advance that carried grain markets to the highest levels since the conflict with the Communists started. The prospect of price ceilings on wheat at levels above the current market tended to push values higher, and at the same time concern over the outlook for the 1951 winter wheat crop also stimulated the advance. Flour prices in early January were up 20¢-25¢ sack, compared with the early December quotations. They reflected a gain of 11¢-14¢ in wheat prices. Bakers, meanwhile, bought flour heavily during the rapid advance, and at the start of the year most of them had 60 to 90-day needs booked, with some supplied with contracts to the end of the crop year.

There is little in sight which would seem to indicate price declines, and many observers believe markets will move to the potential ceilings with few setbacks on the way.

VOLUNTARY CONTROLS BY-PASS WHEAT MARKET

The imposition of voluntary price controls, involving a rollback to Dec. 1 levels, emphasizes the government's concern over inflation. The move indicated to many that over-all, compulsory ceilings will be put into effect as soon as administrative staffs are organized. Wheat markets are not affected by the voluntary controls since the Defense Production Act of 1950 provides that minimum ceilings may not be set below current parity. In early January cash wheat was selling 15¢-20¢ below parity. Flour prices are permitted to reflect gains in wheat prices within certain limitations, according to recent interpretations of the voluntary pricing standards. Meanwhile, the threat of compulsory ceilings encourages ownership of wheat since past experience has shown that ceilings tend to become minimum prices as well as maximum prices.

LARGER WINTER WHEAT CROP FORECAST

A 1951 winter wheat crop of 899,096,000 bu. was forecast by the U.S. Department of Agriculture on the basis of Dec. 1 conditions. This esti-

mate, 20% larger than last year's crop, resulted from a boost in seeded acreage and anticipated larger yields per acre. The forecast generally was regarded as being optimistic since many private crop observers have shown great concern over possible damage to the fall-seeded wheat. Until the first week in January, no appreciable moisture had been received in the area since September, resulting in poor root development, according to the Santa Fe Railway crop report. Insect damage has shown up over wide areas, and disease loss also is a possibility. Severe wind erosion could result from the dry topsoil condition, it is pointed out. Some of the doubts about the crop were dispelled in early January when general rains and snow arrived. However, future weather conditions will be something to watch.

U.S. TIGHTENS HOLD ON SURPLUS GRAINS

The government in January moved to restrict sale of its surplus stocks of coarse grains, removing all from the list of commodities offered for export sale and trimming the amounts offered on the domestic market. Wheat was not included in the restriction, but the wheat market may be expected to reflect the bullish implications of the move on other grains. The government's tighter hold on its reserves automatically reduces potential available market supplies. Some action to retain or increase government wheat stocks is considered possible following the recommendations of leading farm and economic experts to build reserves for possible emergency use in event of a third world war. Surplus stocks have been priced low enough to permit

sale for exports but not for domestic use to any large extent. However, the fact that they were offered, even at higher levels, was regarded as a potential brake on price advances.

FOREIGN DEMAND FOR WHEAT GAINS

Wheat exports expanded sharply in the last few weeks of 1950, stimulated by the unfavorable world political situation. Several European nations and Japan were to receive larger quantities of U.S. wheat as a result of December buying and heavier trade was expected to continue. Sales under the International Wheat Agreement increased to total 110 million bushels by December, compared with 30.5 million a year earlier. Shipments of flour also were due to increase, with Germany allocated \$1.8 million for flour and substantial amounts of U.S. flour also going to Formosa and U.S. troops in the Far East.

PRICE SUPPORT PLAN IN SECONDARY ROLE

For the first time in several years the government's price support program is not a dominant influence on the availability of supplies and thus on prices. The total quantity of wheat under loan and purchase agreement this crop year is 164,831,018 bu., compared with 295,243,000 bu. in the preceding crop year. Higher market prices and prospects for bigger 1951 income taxes have encouraged farmers to sell their grain rather than put it under loan. With cash markets currently above the loan it is likely that the amounts pledged will be drawn to market before the collateral wheat is surrendered at loan termination. Thus the price support operation is overshadowed by other market influences. However, if the world situation should somehow reverse—which seems highly unlikely—the market reaction could be severe because of the smaller loan participation this year.

MILLFEED MARKETS SHOW MORE STRENGTH

Millfeed markets have started to pull out of the fall slump and may be expected to hold steady or advance because of the big feeding demand

this year. Strength in this market, of course, assures mills that more of the cost of wheat can be paid out of millfeed returns, thus removing some upward pressure on flour quotations. Heavier flour production, however, resulting from the recent expansion in demand, could discourage a millfeed advance as supplies increase, but greater feed demand also is forecast.

—BREAD IS THE STAFF OF LIFE—

ESA Issues First Price Control Regulations

WASHINGTON — The Economic Stabilization Agency has issued Procedural Regulation No. 1 under which it sets forth the methods of operation of that agency in regard to the issuance of price ceiling orders.

It follows in virtually every respect the operational order of the Office of Price Administration in that it provides for the issuance of ceiling prices and describes methods under which protests may be registered by aggrieved parties and creates the emergency court of appeals technique whereby ruling of the economic stabilizer may be appealed.

In regard to the issuance of price ceiling orders, the regulation states as follows:

"Investigation prior to issuance of ceiling. A ceiling price regulation may be issued by the administrator after such studies and investigations, as he deems necessary or proper. Before issuing a ceiling price regulation the administrator shall so far as is practicable, advise and consult with representatives such persons substantially affected by the regulation.

"Price hearing prior to issuance. Wherever the administrator deems it necessary or proper that a price hearing be held prior to the issuance of a ceiling price regulation, he may provide for such hearing in accordance with other sections of the regulation."

It is seen from these provisions that when he deems it necessary the economic stabilizer may issue freeze orders on a commodity or product and summon an industry group to consult with him later before specific ceiling price orders are issued.

With the issuance of every price ceiling order it is necessary for the administrator to issue a statement of considerations to accompany the ceiling order.

—BREAD IS THE STAFF OF LIFE—

HORN & HARDART REPORTS HIGHER SALES, INCOME

Horn & Hardart Baking Co. and subsidiaries has reported a net income of \$1,298,640, equal to \$13.05 a share, for the fiscal year ended Sept. 30. This compares with a net income of \$1,204,249, or \$12.10 a share, for the same period a year previous.

Sales of \$27,299,460 were reported, compared with \$26,672,434 in the previous fiscal year.

E. K. Daly, president, reported

Summary of Flour Quotations

Dec. 30 flour quotations, in sacks of 100 lb. All quotations on basis of carload lots, prompt delivery:

	Chicago	Mpls.	Kans. City	St. Louis	Buffalo
Spring top patent	6.10@6.33
Spring high gluten	...	6.40@6.55	6.95@7.00
Spring short	...	6.05@6.10
Spring standard	6.00@6.23	5.95@6.00	6.40@6.45
Spring first clear	5.95@6.13	5.75@5.90	6.50@6.55
Hard winter short	5.81@6.01	...	5.65@5.75
Hard winter standard	5.75@5.92	...	5.60@5.70	...	6.25@6.30
Hard winter first clear	5.35@5.42	...	4.90@5.00	...	5.95@6.00
Soft winter short patent	6.20@7.25	...	7.15@7.40	...	6.20@6.30
Soft winter standard	5.50@7.20
Soft winter straight	5.70@5.80	...	6.00@6.10
Soft winter first clear	5.35@5.95	5.30@5.40
Rye flour, white	5.00@5.15	4.90@5.00	5.60@5.65
Rye flour, dark	4.15@4.60	3.95@4.20	4.85@4.90
	New York	Phila.	Boston	Pittsburgh	Atlanta
Spring high gluten	6.95@7.05	7.10@7.20	6.97@7.07	6.86@7.17	...
Spring short	...	6.60@6.70	6.57@6.67	6.60@6.77	...
Spring standard	6.35@6.55	6.55@6.65	6.47@6.57	6.48@6.67	...
Spring first clear	6.30@6.50	6.50@6.60	6.37@6.52	6.47@6.53	...
Hard winter short	6.35@6.50	6.40@6.50	6.42@6.57	6.07@6.58	...
Hard winter standard	6.15@6.30	6.30@6.40	6.22@6.37	5.93@6.38	...
Soft winter straight	5.75@6.00	...	5.75@6.12
Soft winter standard	...	4.90@5.20
Rye flour, white	5.45@5.65	5.45@5.55	...	5.48@5.80	...
Rye flour, dark	4.95@5.05	...

that while operating conditions during the first three quarters of the year were nearer to normal than at any time prior to World War II, the last quarter of the year found sharp increases in food prices and many shortages and scarcities.

—BREAD IS THE STAFF OF LIFE—

HIGHER SALES, LOWER NET REPORTED BY SWIFT & CO.

CHICAGO—Sales of Swift & Co. during the 1950 fiscal year ending Oct. 28 increased slightly over those reported for the same period last year, while net earnings declined.

Swift's sales totaled \$2,214,819,268, compared to \$2,213,160,242 for 1949. Net earnings from all company operations were \$16,142,586, compared to \$25,826,129 for last year. Tonnage of product handled increased during the past year, being about 1% greater than 1949.

—BREAD IS THE STAFF OF LIFE—

CAMPBELL-TAGGART DIVIDEND

DALLAS—Directors of the Campbell-Taggart Associated Bakers, Inc., voted recently to pay the regular quarterly \$1 dividend Dec. 18 to stockholders of record Dec. 8. The payment brought the year's total dividends to \$5, including a \$1 extra dividend approved in September.

—BREAD IS THE STAFF OF LIFE—

GENERAL BAKING DIVIDENDS

NEW YORK—George L. Morrison, president of General Baking Co., has announced that the directors have declared the regular dividend of \$2 a share on the \$8 preferred stock, an extra dividend of 25¢ a share on the common stock, both payable Dec. 23 to holders of record on Dec. 15, and a dividend of 15¢ a share on the common stock payable Feb. 1 to the holders of record on Jan. 17.

—BREAD IS THE STAFF OF LIFE—

Glamour Version of "Sweetheart Cake" Announced by GMI

MINNEAPOLIS — General Mills, Inc., has announced a new "glamour version" of the "Sweetheart Cake" for 1951. This year the heart-shaped valentine cake will be "iced in delicate pink and topped with an eye-catching, red plastic 'heart 'n cupid' ornament." This cake-top device permits bakers to give "Sweetheart Cake" more valentine appeal than ever before "with one quick motion of the hand," the company points out.

General Mills, Inc., will back the



"Sweetheart Cake" Poster

cake promotion with national radio advertising and a merchandising kit. Included in the kit are one-piece, heart-shaped molds that are good for 20 to 25 bakings. Bakers who have their own molds may buy the cake promotional kit at a reduced rate. New this year are cellophane cake bands which transform any cake box into a special valentine gift box.

A special "Betty Crocker Magazine of the Air" broadcast will be aired over 201 American Broadcasting Co. stations, Feb. 8. The entire program will be devoted to "Sweetheart Cake," which will be billed as "an ideal valentine gift available only at bakers." Numerous sales messages will be made throughout the program urging the millions of listeners to get a "Sweetheart Cake" from their bakers.

Merchandising material in the sales kit has been selected on the basis of interviews with bakers as to their usefulness and effectiveness. A complete kit, selling for \$2, contains the following items: 20 bright red, "heart 'n cupid" cake top ornaments; one full-color display piece designed to hold the "Sweetheart Cake"; two large, full-color posters (see accompanying illustration); 20 cellophane cake box bands; 20 grease-proof, curl-resistant, heart-shaped doilies; 10 one-piece, heart-shaped molds; 100 liners cut to fit molds; two colorful window streamers; one proof sheet of three newspaper ads available in mat form and one merchandising booklet complete with formula, sales hints, sample radio commercials, display ideas, etc.

—BREAD IS THE STAFF OF LIFE—

WARD BAKING DIVIDENDS

NEW YORK — Faris R. Russell, chairman of the board of the Ward Baking Co., has announced that the directors of the company declared the quarterly dividend of 1% (\$1.37½ a share) on the outstanding 5½% cumulative preferred stock payable Jan. 1 to holders of record at the close of business Dec. 15, and a quarterly dividend of 25¢ a share on the common stock of the company, payable Dec. 27 to holders of record Dec. 15. The directors also declared a year-end extra dividend of \$1 a share on the outstanding common stock of the company, payable Dec. 27 to holders of record Dec. 15.

—BREAD IS THE STAFF OF LIFE—

CONTINENTAL DIVIDENDS

NEW YORK—The board of directors of the Continental Baking Co. has declared this day the following dividends: A quarterly dividend of \$1.37½ a share on the outstanding \$5.50 dividend preferred stock, payable Jan. 1 to holders of record of such stock at the close of business Dec. 15; a regular quarterly dividend for the fourth quarter of the year 1950, of 40¢ a share on the outstanding common stock, payable Dec. 27, to holders of record of such stock at the close of business Dec. 15.

—BREAD IS THE STAFF OF LIFE—

KROGER SALES UP

CINCINNATI—For the third consecutive four-week period, sales of the Kroger Co. have set all-time records. Sales for the 12th period, ending Dec. 2, totaled \$69,997,388, an 11% increase over sales of \$63,309,897 for the same four-week period a year ago. The previous high reported for the 11th period was \$67,988,148. Cumulative sales for the 12 periods of 1950 totaled \$782,964,903, a 5% increase over sales of \$743,131,308 for the same 12 periods last year.

The Stock Market Picture

Quotations on baking company stocks listed on the New York Stock Exchange and the New York Curb Market:

	1950	1950	Dec. 2, 1950	Dec. 30, 1950
	High	Low	Close	Close
Barry Biscuit Corp.	5¼	3¾	3¾	4
Continental Baking Co.	19¾	14½	17½	17
Continental Baking Co., \$5.50 Pfd.	100	95½	98	96
General Baking Co.	12	10	10½	10½
General Baking Co., \$8 Pfd.	166	156	155¾	151
Great A. & P. Tea Co.	146¾	128½	135	131
Great A. & P. Tea Co., \$5 Pfd.	137	130	136½	133½
Hathaway Bakeries, Inc.	11½	9¾	9¾	10
Horn & Hardart Corp. of New York	34	32½	31¾	31½
Horn & Hardart Corp. of New York, \$8 Pfd.	175	158	164	168
National Biscuit Co.	30¾	35¾	33¾	32½
National Biscuit Co., \$7 Pfd.	186	181¾	181¾	181½
Omar, Inc.	19¾	16¾	16¾	18½
Purity Bakeries Corp.	34¾	30	28¾	27¾
Sunshine Biscuits, Inc.	63¾	55	54½	56½
United Biscuit of America	33	28	28¾	30½
United Biscuit of America, \$4.50 Pfd.	111½	106½	108¾	*106
Wagner Baking Co.	9¼	7	6¼	7
Ward Baking Co., Warrants	6¾	4¼	6¾	6½
Ward Baking Co.	19¾	15¾	19¾	18¾
Ward Baking Co., \$5.50 Pfd.	165½	97	105	101½

Closing bid and asked prices on stocks not traded Dec. 30:

	Bid	Asked
Horn & Hardart Corp. of N. Y., \$5 Pfd.	111	113
Wagner Baking Co., Pfd.	108	114

*Previous close.

ABA Governors Plan Meeting on Enrichment Decennial Program

CHICAGO—The board of governors of the American Bakers Assn. will meet in St. Louis Jan. 9-10, it has been announced by John T. McCarthy, Jersey Bread Co., Toledo, chairman. The meeting will be held at the Chase Hotel.

Preceding the governors meeting, the program and planning committees for the Bakers of America Program will meet Jan. 8, with Karl E. Baur, chairman of these committees, and Liberty Baking Co., Pittsburgh, ABA president, presiding.

Plans for Decennial

Plans for the coming decennial of the enrichment of white bread will be presented in detail for approval by the committees. This will include many of the ways that the national advertising can be carried to the local level on an individual or a co-operative basis.

The advertisement presented at the recent ABA national convention has been approved by Dr. Elmer L. Henderson, president of the American Medical Assn., who wrote the main text of the copy. His statements are supported by such prominent men in the field of human nutrition as

C. A. Elvehjem, professor of biochemistry and dean of the graduate school, University of Wisconsin; Russell M. Wilder, M.D., emeritus professor of medicine, Mayo Foundation, and member of the Food and Nutrition Board of the National Research Council; L. A. Maynard, professor of biochemistry and nutrition, director of the school of nutrition, Cornell University; Thomas Parran, dean, graduate school of public health, University of Pittsburgh; Philip C. Jeans, M.D., professor of pediatrics, children's hospital, University of Iowa, and a member of the Food and Nutrition Board of the National Research Council; R. R. Williams, member of the Food and Nutrition Board of the National Research Council and chairman of the Williams-Waterman Fund for the Combat of Dietary Diseases.

Also to be reviewed and agreed upon will be the advertising, public relations, merchandising and consumer education for the continuing Bakers of America Program. This will also include ways in which bakers can use to advantage locally the materials emanating from the program.

December Flour Production Shows Increase from November

Flour mills reporting their production to The Northwestern Miller manufactured 14,934,592 sacks of flour during December. This was an increase of 1,495,756 sacks over the November output. The same mills reported production of 13,594,059 sacks during December, 1949, or 1,340,533 less than for the past month. Two years ago the production for December was 15,923,883 sacks and three years ago 16,074,970. Based on the Bureau of the Census production for October, the latest available, mills reporting to The Northwestern Miller in that month made 73% of the total flour production in the U.S. Assuming these mills accounted for the same proportion of the total U.S. production in December, the figures reported to The Northwestern Miller for that month indicate that total flour production for the U.S. was 20,458,000 sacks.

Monthly flour output, in 100-lb. sacks, with comparisons, as reported to The Northwestern Miller by mills in principal producing areas:

	December, 1950	*Previous month	December, 1949	December, 1948	December, 1947
Northwest	3,216,271	2,966,667	2,905,599	3,183,894	3,597,831
Southwest	5,669,211	5,248,862	5,219,381	6,814,555	6,548,669
Buffalo	2,256,137	1,976,804	2,281,171	2,373,417	2,238,640
Central and Southeast	2,325,774	2,205,129	2,217,610	2,117,269	2,314,107
North Pacific Coast	1,467,199	1,041,574	970,298	1,434,388	1,375,723
Totals	14,934,592	13,438,836	13,594,059	15,923,883	16,074,970
Percentage of total U.S. output	73	73	72	70	69

Progress Report on Improvement of Boxcars Given Bakers, Millers

CHICAGO—Reports presented at a meeting of representatives of the baking and milling industries with a group of railroad officials indicate that considerable progress has been made toward designing and constructing boxcars that will reduce insect infestation in grain and grain products during transit.

A delegation representing the baking industry was headed by Fred L. Cobb, Cobb's Sunlit Bakery, Green Bay, Wis., and the railroads were represented by eight officials, headed by Lewis Pilcher, executive vice chairman of the Association of American Railroads.

The meeting was held Dec. 19. Millers were represented by G. Cullen Thomas of General Mills, Inc., chairman of the industry's bakery relations committee; George B. Wagner, Pillsbury Mills, Inc., Minneapolis; Paul S. McSpadden, Commander-Larabee Milling Co., Minneapolis, and Herman Steen, vice president and secretary of the Millers National Federation, Chicago.

It was reported that several railroads are experimenting with new ideas in end lining construction and in the use of insect repellent materials, such as Fiberglas, between end linings and the outer wall of the car.

Representatives of the milling industry reported that in some areas there has been a noticeable improvement in the cleanliness of boxcars delivered to the mills for shipping flour.

The AAR, it was reported, has been busy with its own campaign in the railroad industry, urging the indi-

vidual lines to do a better job in cleaning cars and in working up designs for new cars which would eliminate harborage for insects and would also eliminate places where grain could accumulate.

The campaign had its start last September at a meeting of representatives of the milling and baking industries with a group of top executives representing the principal railroad lines.

At that meeting Mr. Wagner and others presented photographic evidence of the poor condition of boxcars delivered to flour mills for use in shipping flour and other cereal

products. Research data was also presented which showed conclusively that insect-infested boxcars were contributory causes for infestation in wheat and cereal products shipped in those cars.

It was said that the Food and Drug Administration also is interested in the sanitary condition of boxcars used to transport food products, and the Food and Drug authorities are inclined to class boxcars in the same category as warehouses. This would give the food inspection service authority to make the railroad line a party to actions brought against infested flour.

Responsibility of Bakers Outlined by ABA Chairman

CHICAGO — The baking industry has a serious responsibility in seeing to it that America and Americans continue to gain in health and strength in the years ahead, according to John T. McCarthy, Jersey Bread Co., Toledo, chairman of the board of the American Bakers Assn.

"The gloomy prospects for the world forecast as 1950 nears an end emphasize the task and duties of all of us in the business of supplying food to our people," he said. "This is particularly true of bakers, whose products will be of increasing importance in food budgets and in diet."

"It is very obvious that the American people must expect a reduction in standards of living, as taxes increase to meet the cost of national defense preparations. Reduction in buying power means greater emphasis on cereal productions in family meal planning, because of the high nutritive value and comparatively low cost of these foods."

"Leading scientists have already testified to the importance of 10 years of bread enrichment in improving the health of the people. Enriched bread will be an increasingly vital factor in keeping our nation physically and mentally strong."

"The duty of the baker is clear. It lies in making positive that every loaf of white bread meets the growing need of the American people for a food product which satisfies to the fullest the dietary requirements which have been assigned to it."

"Bakers must also continue to make tasty and nutritious cakes, pies, rolls, doughnuts and other bakery foods to add variety to meals that might otherwise become monotonous."

The industry recently has been faced with steady increases in production costs, which cut into operating margins, McCarthy pointed out. He urged that every baker survey each step in his operation, with a view to improving efficiency wherever possible.

"We must do all possible to hold production and distribution costs down, for the benefit of the consumer," he said. "It is equally important that the industry continue strong within itself, maintaining its reasonable margin of profit so that it can continue to take its place in the food production line with a minimum of difficulty."

"Certainly there will be problems ahead in our daily production, as material and manpower demands are in-

creased by the armed forces. The record of the industry in filling its role during World War II was excellent."

"That record was accomplished by the cooperative activity of every baker in the land. In the present new crisis facing our nation, it is even more imperative that again the industry exert its efforts as a united industry to meet whatever new burdens are placed upon it."

"I am fully confident that the baking industry will do its utmost to maintain quality and high level production in the year ahead, despite any difficulties which may arise."

PENNSYLVANIA GROUP ELECTS CONRAD SCHOEMER

PITTSBURGH—A Christmas meeting, "Schlachtfest" and annual election was held by the Retail Master Bakers Association of Western Pennsylvania at Teutonia Hall here Dec. 12, with 150 bakers present.

Past presidents composed the nominating committee, which resulted in electing Conrad Schoemer, Schoemer Bakery, Beaver Falls, president; Ernest Gysegem, Quality Bakery, Charleroi, vice president; R. F. Dunkelberger, Bergman Bakery, Millvale, treasurer, and Frank Mandl, Mandl Bakery, financial secretary. E. Guen-

BAKERY DRIVER WINS UNUSUAL HONOR

Out of West Virginia's worst snowstorm came an unscheduled 8-lb. boy and a good human interest story which was topped with the grateful parents adding the name "Holsum" to their son's name. Jack Heater, salesman driver for the Holsum Bakery Co.'s Summerville, W. Va., branch was stranded in a 41-in. snowfall at Orlando. His bread truck appeared helplessly buried in the snow when Dr. Staunton Trimble, 69, appeared and asked Mr. Heater if he could get the vehicle out and take him to the home of Mrs. William J. B. Knight where a baby was about to be born ahead of schedule. The bread truck was the only vehicle available. Getting his truck free of the snowdrift, Mr. Heater drove the truck from its stranded position through 40 inches of snow, requiring one hour to get the doctor to the Knight home. The baby was delivered without further incident. The appreciative parents, Mr. and Mrs. Knight, named the little fellow William Holsum Knight.



A. E. Tolley

JOINS GENERAL—A. E. Tolley will join the General Baking Co. on Jan. 15, according to an announcement by George L. Morrison, president. Mr. Tolley has a long record of experience in production and bakery operation. He was executive vice president and director of Ward Baking Co., New York, until his resignation in July, 1948. He was appointed a consultant to Kilpatrick's Bakeries, San Francisco, in October, 1948. In April, 1949, he was elected a vice president and director of O'Rourke Baking Co., Buffalo. Mr. Tolley is a former president of the Bakers Club, New York.

tert, Guentert Bakery, Braddock; J. Aumer, Aumer Bakery; J. Richey, Richey Bakery, Uniontown, and W. Handrek, Grebs Bakery, Mt. Oliver, were named directors.

Gustave Maseizik, Pure Food Bakery, New Castle, retiring president, thanked the membership for its cooperation during the year. He introduced as new members John Kopschak, Kopschak Bakery, Monongahela, and H. M. Thorn, Bayard Stewart Co.

A questionnaire is being mailed all members. Mr. Schoemer announced on assuming the chair. This will be returned with favorable or unfavorable opinions of the association's work, with suggestions for improving the work of the association during the new year.

Theodore Staab, secretary, Pennsylvania Bakers Assn., was the speaker, outlining the program of the January convention of his association, to be held in Pittsburgh. He stated important programs were slated for afternoon sessions to permit more retailers to attend. Joseph Aumer, Aumer Bakery, chairman of the entertainment committee for the social night the local association will give the convention members, announced plans for the program.

Potomac States Bakers to Hear Sen. Harry F. Byrd

BALTIMORE—Sen. Harry F. Byrd (D., Va.) will be a featured speaker at the 35th annual convention of the Potomac States Bakers Assn. to be held at the Lord Baltimore Hotel here Jan. 28-30.

Program plans for the meeting have been announced by the program committee, composed of L. Clark Rice, Rice's Bakery; John Hauswald of Hauswald's Bakery, and Carl P. Schmidt, Schmidt's Baking Co., Baltimore.

The convention will open with the president's reception Jan. 28, which is sponsored by the Potomac States Division No. 3 of the Allied Trades of the Baking Industry. Buffet supper will be served followed by dancing.

The Jan. 29 session will start with luncheon at 12 noon, followed by a business session. At the suggestion of Carl P. Schmidt, president, the morning session and recess will be eliminated.

Speakers on topics of current interest to both bakers and allied men, in addition to Sen. Byrd, include: Karl Baur, Liberty Baking Co., Pittsburgh, president of American Bakers Assn.; A. R. Fleischmann, Standard Brands, Inc., New York; George N. Graf, Quality Bakers of America, Inc., New York; Kenneth Sousser, Philadelphia, and E. J. Sperry, E. J. Sperry Industrial Publications, Chicago.

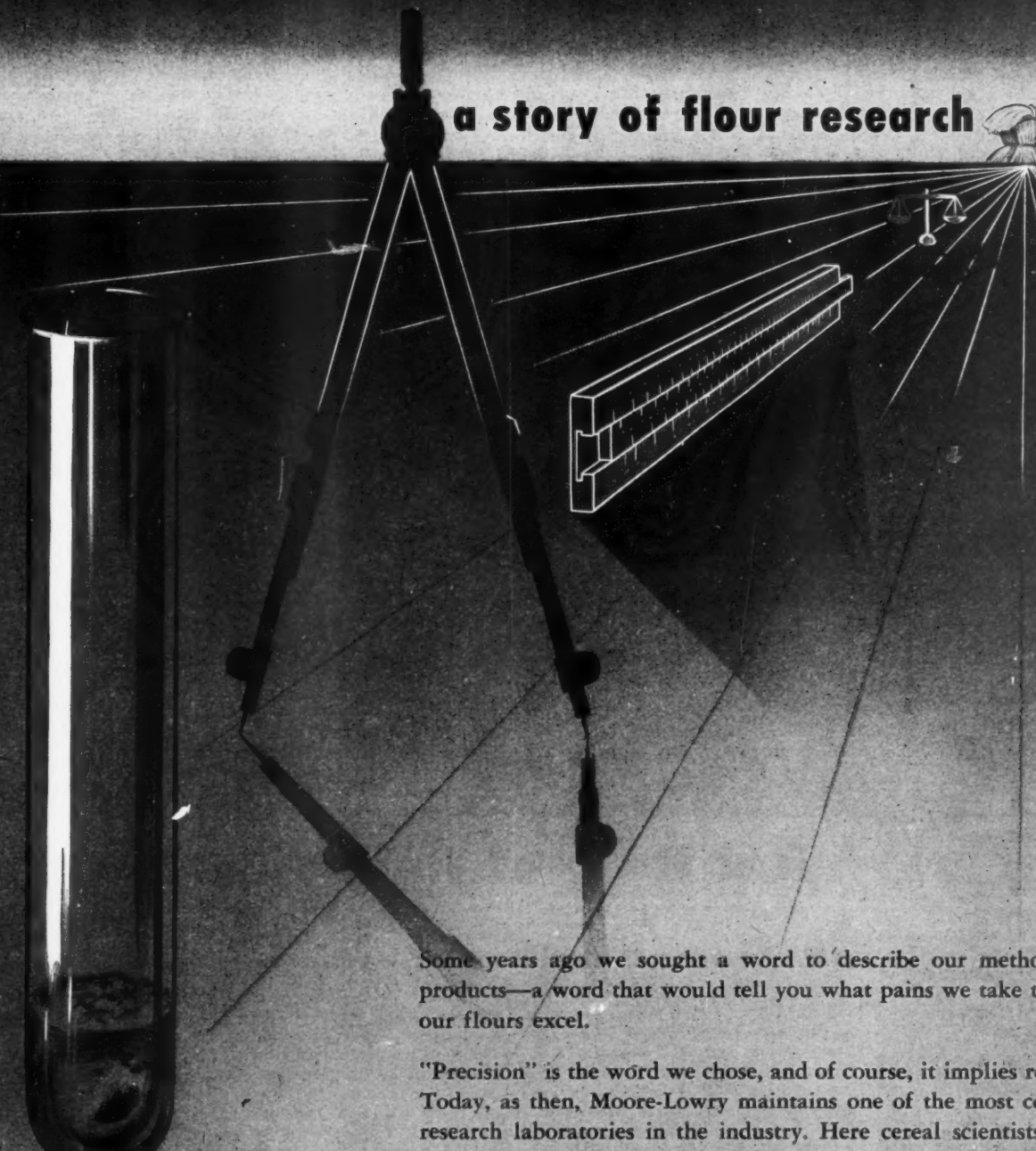
The convention will close Jan. 30 with the annual banquet.

H. C. KAYSER PURCHASES NOACK-MALBERG BUSINESS

MINNEAPOLIS—H. C. Kayser has announced his purchase of the Noack-Malberg & Co. brokerage business and he has begun operation of the company under the name of the H. C. Kayser Co., as a manufacturers' representative and food broker. Offices of the company are located at 1200 Second Ave. S. in Minneapolis. Telephone number is Geneva 6430.

PRECISION...

a story of flour research



Some years ago we sought a word to describe our methods and products—a word that would tell you what pains we take to make our flours excel.

"Precision" is the word we chose, and of course, it implies research. Today, as then, Moore-Lowry maintains one of the most complete research laboratories in the industry. Here cereal scientists select, blend, test and analyze wheat *before* it is bought. Strains outstanding for baking quality and flavor then serve as the model.

To you, Moore-Lowry "precision" means uniformly-fine flours that have the right properties and the *same* properties whenever you bake with them. Our packages of "precision" are named Topper, Flaming Arrow, and Big Boy.

THE MOORE-LOWRY FLOUR MILLS COMPANY

Offices at Kansas City 6, Mo.

Daily Capacity 4200 cwt.

Mills at Coffeyville, Kans.

1951 — 10th Anniversary of Enrichment

THE 10th anniversary of the flour and bread enrichment program is being observed during 1951. Plans have been made by the baking, milling and allied industries to re-emphasize the story of enrichment and remind the consuming public of the program's importance to the nation's health.

The great theme of the 1951 Bakers of America Program, the industry's great advertising and public relations campaign, will be enrichment. Plans are well shaped for a nationwide advertising, merchandising and promotional program which will inform every consumer of the great importance of the enrichment of bread. The bakers have at hand statements from many outstanding doctors, nutritionists and scientists of the nation. They explain the significance of bread enrichment, and their statements provide enriched bread with an endorsement never before received by any food product.

Walter Hopkins, director of the Bakers of America Program, has pointed out that both bakers and grocers will be supplied

with a sales and merchandising opportunity never before provided in the history of the food business. There can be no greater appeal to a homemaker than that which hinges around the health of her family, he comments.

The enrichment program has been characterized as "the greatest single public health measure ever undertaken." The role that the baking, milling and allied industries have played in the program is a proud one. In 26 states enrichment of bread and flour has been made compulsory by state legislation. Actually, however, the enrichment program is more widespread than that. The Bureau of Agricultural Economics of the U.S. Department of Agriculture recently estimated that about 65% of all civilian white flour used during 1948-49 was synthetically enriched either as commercial flour, as commercially baked white bread and rolls or as family flour.

The importance of enriched bread to a nation facing a serious crisis can not be un-

derestimated. Bread will fill a major part in the daily nutritive requirements of the American people, John T. McCarthy, chairman of the American Bakers Assn., has said.

"Our obligation and our responsibility are clear cut," he said. "From this day forward, bakers must see to it that every loaf of white bread which should be enriched is brought fully up to the required standards. Enrichment must be a major nutritional safeguard in the uncertain days ahead."

The American Baker magazine is pleased to present in the accompanying article a review of the 10 years of enrichment of bread by Dr. Russell M. Wilder, a pioneer leader in the flour and bread enrichment movement. The article comprises the essential text of a paper presented at a luncheon held in Chicago last October during the 1950 American Bakers Assn. convention. In it Dr. Wilder urges universal enrichment legislation and the enrichment of flour at the mill level to assure a more certain enforcement of such legislation.

An Enrichment Anniversary Feature:

Ten Years of Enrichment of Bread

By Dr. Russell M. Wilder

ALITTLE more than 10 years ago several nutrition leaders met at the invitation of the officers of the national associations of bakers and millers to discuss the controversial subject of what to do with bread and flour. Many of the leaders of industries interested in bread making, as well as several scientists and physicians, had recently submitted testimony at flour hearings called by the Food and Drug Administration. All were interested in improving the nutritional quality of flour and bread, but there was little agreement as to what ought to be done. The hearings, therefore, had been recessed in the hope that differences could be resolved by less formal discussion.

Out of the meeting and other meetings which followed certain policies were developed. As a result, when the flour hearings were resumed in mid-November 1941, the weight of testimony supported a standard of

identity for a white flour that would contain not less than certain prescribed amounts of thiamine, riboflavin, niacin and iron.

The recommendations that were submitted carried the endorsement of a newly-created committee of the National Research Council, the Food and Nutrition Board. Soon thereafter this board adopted similar recommendations relating to white bread. They were developed by L. J. Schumaker, then president of the Ameri-

can Bakers Assn.; Dr. James A. Tobey, then director of the American Institute of Baking, and G. Cullen Thomas, vice president of General Mills, Inc., working with several scientists and physicians who were members of the Food and Nutrition Board.

The standards proposed for bread were so designed that a baker using the new flour would produce a bread with the nutritional improvements of the flour, or if he preferred, the baker could use unimproved flour and

improve his loaf to the standard suggested by including enriching ingredients in his formula.

Bread hearings were scheduled to be held soon after this, but even before they were well under way an agreement had been reached with the government that the recommendations made by the bakers and the Food and Nutrition Board respecting bread would be acceptable. Accordingly, it was possible to inaugurate what came to be called "enrichment" of bread and flour, at the National Nutrition Conference for Defense, a

(Continued on page 19)

Vital Role of Enriched Bread Cited

ABA Leader Points Out Importance of Cereal Grain Products



Dr. Russell M. Wilder

CHICAGO — "Enriched bread will be an increasingly vital factor in keeping our nation physically and mentally strong," John T. McCarthy, chairman of the American Bakers Assn., has pointed out to ABA members in a special bulletin emphasizing the important role of the baker in the nation's current war emergency.

Mr. McCarthy is president of Jersey Bread Co., Toledo, Ohio.

Family meal planning, he pointed out, will more and more be built around cereal grain products because of their high food value.

Complete text of the ABA bulletin follows:

"Businessmen repeatedly are being warned that more limitations and more controls are on the way. Grave developments in Korea emphasize that more and more effort and more and more industrial output must be earmarked for war.

"To the baking industry this will mean difficulty in daily operations. But the essentiality of our product

and our united front as an industry should give us necessary recognition in authoritative circles to insure continuance of production and distribution of our products.

"There is no indication at this time that we need fear actual shortages of food in the U.S. But there are strong indications that the American consumer may find it necessary to reduce consumption of certain foods. Speaking in Chicago recently to a group of businessmen, the Secretary of War declared that American standards of living may be reduced by inflationary trends and higher taxes which will cut buying power. Therein the role of the baker becomes even more important in the maintenance of the nation's health.

"Family meal planning more and more will be built around cereal grain products, because of their high food value. Enriched bread will be an increasingly vital factor in keeping our nation physically and mentally strong.

"We have irrefutable testimony

(Continued on page 62)



John T. McCarthy

Enrichment's Anniversary

(Continued from page 18)

conference which met in Washington in May, 1941, at the call of the President of the U.S.

Widespread Endorsement

It has been a matter of surprise to me that the program for the enrichment of bread and flour secured, from its inception, the widespread endorsement that was given it. Evidence of the need for such a program in those days was limited to (1) the food consumption surveys completed in 1939 by the Bureau of Home Economics, which showed that the diets of many Americans contained less thiamine, less niacin, less riboflavin and less iron than was thought to be desirable; (2) the knowledge that the disease, pellagra, prevalent in certain segments of the population, resulted from deficiency of niacin and perhaps also deficiency of riboflavin, and that beriberi, an uncommon disease in the U.S., was due to lack of thiamine, and (3) the results of a

STATES WITH ENRICHMENT LEGISLATION

The 26 states with legislation requiring the enrichment of white bread, rolls and flour are: Alabama, Arkansas, Colorado, Georgia, Indiana, Kansas, Kentucky, Louisiana, Maine, Massachusetts, Mississippi, Nebraska, New Hampshire, New Jersey, New York, North Carolina, North Dakota, Ohio, Oklahoma, Rhode Island, South Carolina, South Dakota, Texas, Washington, West Virginia and Wyoming.

very few experiments involving human subjects which indicated that deficiency of thiamine, less severe than what is necessary to provoke beriberi, would result in symptoms of ill health.

However, within a year of the inception of the program, on a purely voluntary basis, nearly all the important commercial bakers and nearly all of the major millers not only were providing enriched products but also were vigorously supporting the general program.

Pamphlets by the hundred thousand were distributed; a major radio program entitled "Listen America" was developed; extensive magazine and newspaper advertising was conducted. The success achieved in those early years was largely owing to organized industrial support, but assistance and encouragement came from many other quarters—endorsement by almost all the professional organizations of the country which have to deal in any way with public health, orders issued by the armed forces that all flour which was purchased for their use must be enriched, and wide promotion throughout the country by the nutrition councils of the several states, by the extension service of the federal and state governments, and by home economists, dietitians and physicians everywhere.

In January, 1943, the first order to be issued by the newly created War Food Administration included a requirement that all white bread should be enriched, an order which came to an end, however, with the conclusion of the war.

State Legislation

In the meantime, legislative action on enrichment had begun at the state level, South Carolina being the first

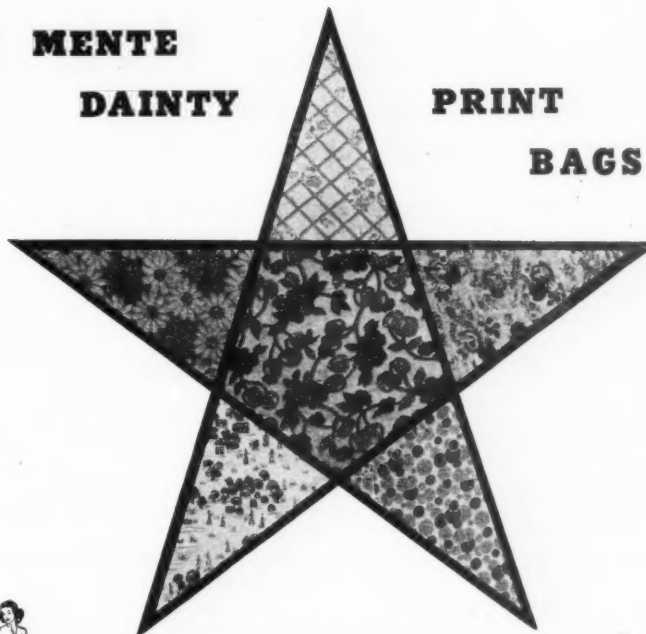
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MENTE

DAINTY

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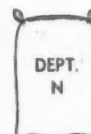
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Exciting Designs - Wonderful Colors

Your Customers Will Like Them!



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MENTE & CO., INC.

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MAKE EVERY BAG A PREMIUM WITH MENTE DAINTY PRINTS



"I GUARANTEE THE QUALITY AND UNIFORMITY OF EVERY SACK OF Quaker Bakers Flour!"

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Quaker's uniform quality is the result of strictest wheat selection . . . modern milling under the high standards of The Quaker Oats Company . . . and constant laboratory checks for absolute dependability and trouble-free performance.

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Merchandise Rye for Variety and Profit

THE DISTINCTIVE TASTE AND FLAVOR OF
RYE BREADS MAKE THEM PERFECT
FOR PARTIES AND SANDWICHES

By **A. J. Vander Voort**
Technical Editor
The American Baker

LIMPA RYE BREAD (Primary Ferment)

Bring to a boil:
20 lb. water

Stir in:

2 lb. 12 oz. white rye flour
1½ oz. anise seed
Allow this to stand overnight.

For the dough, add:

45 lb. first clear flour
2 lb. 12 oz. white rye flour
12 lb. water (variable)
1 lb. 4 oz. salt
2 lb. 8 oz. brown sugar
1 lb. 4 oz. shortening
1 lb. 5 oz. yeast
4 lb. corn syrup

Dough temperature 83 to 84° F.
First punch approximately 1 hr. 45 min. To the bench 20 min.

Scale and round up. Allow to rest for 15 min. and make up. Proof and then bake at about 400 to 410° F. Use plenty of steam in the oven.

TOMATO RYE BREAD (Sponge Dough)

Sponge:

9 lb. medium rye flour
12 lb. 12 oz. water (variable)
12 oz. yeast

Mix to a medium consistency.

Sponge temperature 75 to 76° F.
Fermentation time, 3 to 3½ hr.—to a full drop.

Dough:

5 lb. medium rye flour
24 lb. first clear flour
13 lb. tomato juice (variable)
13 oz. salt
6 oz. shortening

Dough temperature 79 to 80° F.
Floor time about 15 min.

Scale and round up. Allow to rest for 15 min. and make up. Proof and then bake at about 425° F. Use plenty of steam in the oven.

CRACKED RYE BREAD

16 lb. clear flour
7 lb. 8 oz. cracked rye flour
12 oz. dark rye flour
18 lb. water (variable)
10 oz. yeast
9 oz. salt
1 oz. yeast food
1 lb. sugar (sucrose or dextrose)
8 oz. malt
1 lb. shortening

Procedure:

Soak the cracked rye flour in part of the water for about 15 min.

Mix the soaked cracked rye with the other ingredients in the usual manner.

Mix until smooth. Dough temperature 79 to 80° F.

First punch approximately 1 hr. 30 min. Second punch 30 min. To the bench 15 min.

Scale and round up. Allow to rest for about 15 min. and make into desired shape and proof.

Use plenty of steam for about two

thirds of the baking time. Bake at about 420° F.

JEWISH WHITE RYE BREAD

Preparatory Sour:

3 lb. white rye flour
1½ qt. water
½ oz. yeast

Set at 78° F. and keep at same temperature for 24 hours.

Sponge:

15 lb. white rye flour
15 lb. water
1 lb. yeast

Add the above sour to the sponge.

Sponge temperature 78° F. Fermentation time 2 hr. 30 min.

Dough:

9 lb. white rye flour
25 lb. first clear flour
17 lb. water (variable)
1 lb. 1 oz. salt
1 lb. malt

2 oz. ground caraway

Dough temperature 79 to 80° F.
Floor time about 10 min.

Scale and round up. Allow about 15 min. rest and make up into desired shape. Proof and then bake at about 410 to 420° F.

Note: Use moist steam in the oven before loading and for approximately two thirds of the total baking time.

RYE BREAD (Sponge Dough)

Sponge:

20 lb. first clear flour
10 lb. medium rye flour
1 lb. 4 oz. yeast
2 oz. yeast food
20 lb. water

Fermentation time 2 hours 15 minutes.



Rye Breads Make Good "Party" Loaves

Dough:

20 lb. first clear flour
1 lb. 4 oz. yeast
1 lb. sugar (sucrose or dextrose)
1 lb. shortening
11 lb. water (variable)
2 lb. molasses

Dough temperature 79-80° F. Fermentation time 15 minutes.

Scale and round up. Allow to rest for 15 minutes and make up. Proof and then bake at about 410-420° F. Use plenty of steam in the oven.

HONEY CRACKED RYE BREAD

9 lb. 4 oz. clear flour
3 lb. 12 oz. cracked rye or rye meal
1 gal. water (variable)
4 oz. yeast
5 oz. salt
6 oz. milk solids (fat free)
½ oz. yeast food
8 oz. shortening
1 lb. honey

Procedure:

Soak cracked rye or rye meal in part of the water for about 30 min. Add the other ingredients in the usual manner and mix until smooth.

Dough temperature 79 to 80° F.
First punch approximately 1 hr. 45

min. Second punch 50 min. To the bench 15 min.

Scale and round up. Allow to rest about 15 min. and make up into desired shape and proof.

Bake at about 420° F. and use plenty of steam in the oven. This can be made into either pan or hearth bread.

SWEDISH LIMPA (Straight Dough)

24 lb. clear flour
4 lb. dark rye flour
17 lb. water (variable)
1 lb. yeast
2 oz. yeast food
10 oz. salt
12 oz. shortening
8 lb. corn syrup
2 lb. molasses
1 lb. 4 oz. chopped orange peel
2 oz. caraway seed

Mix in the usual manner, adding the chopped orange peel when the dough is about ¾ mixed. Dough temperature 79 to 80° F.

Scale and round up. Allow about 15 min. intermediate proof and then make up into round shape. Proof and then bake at about 400 to 410° F.

Use plenty of steam until the loaves are fairly well colored. This should be about one half of the baking time.

SWEET PAN RYE

22 lb. clear flour
4 lb. dark rye flour
17 lb. water (variable)
12 oz. yeast
2 oz. yeast food
10 oz. salt
12 oz. shortening
4 oz. caraway
4 lb. corn syrup
1 lb. 6 oz. molasses

Mix in the usual manner. Dough temperature 79 to 80° F. First punch approximately 1 hr. 30 min. Second punch 30 min. To the bench 15 min.

Scale and round up. Allow 15 min. rest and then make up. Use plenty of steam during the baking period.

RYE BREAD (With Yeast Food) (Straight Dough)

40 lb. first clear flour
10 lb. dark or medium rye flour
31 lb. water (variable)
1 lb. salt
1 lb. sugar (sucrose or dextrose)

Rye Breads

RYE BREADS are one of the baker's most profitable popular products, regardless of type. Their distinctive taste and flavor appeal to the consumer's appetite, and they may be promoted for unusual types of party favors and sandwiches because of their out-of-the-ordinary appearance. Fine reputations have been built up by bakers featuring these products, since many bakery customers will go far out of their way to buy at a bakery known for its fine quality of rye breads. The demand for rye bread varies in different parts of the country—in some sections the very dark, heavy loaf is preferred, while in other regions a medium or light loaf is in greatest demand. The baker may find it to his advantage to feature a variety of rye loaves so that he can satisfy nearly everyone in his particular territory. On the other hand, a reputation built up on a superior product will often enable the successful baker to specialize in a particular type of loaf. Additional selling points that the baker may use to increase sales of his rye breads may be the "different" quality of the loaf, the great value rye breads have in the making of sandwiches of meat and cheese, and the use of rye breads shaded from dark to light for a distinctive table setting made up of small sandwiches heaped on a tray.



A. J. Vander Voort



Ryes Can Be Produced in Several Loaf Styles

- 1 lb. shortening
- 14 oz. yeast
- 3 oz. yeast food
- 2 lb. molasses

Dough temperature 76 to 78° F. First punch approximately 1 hr. 30 min. Second punch 45 min. To the bench 15 min.

Scale and round up. Allow to rest about 15 min. and make up. Proof and then bake at about 410 to 420° F. Use plenty of steam in the oven.

RYE BREAD (Straight Dough)

- 85 lb. first clear flour
- 15 lb. medium rye flour
- 65 lb. water (variable)
- 2 lb. 8 oz. salt
- 2 lb. 8 oz. sugar (sucrose or dextrose)
- 2 lb. 8 oz. shortening
- 2 lb. yeast
- 4 lb. molasses
- 8 oz. ground caraway

Dough temperature 77 to 78° F. First punch approximately 1 hr. 30 min. Second punch 45 min. To the bench 15 min.

Scale and round up. Allow to rest for 15 min. and make up. Proof and then bake at about 410 to 420° F. Use plenty of steam in the oven.

RYE BREAD

(Sponge With Yeast Food)

Sponge:

- 30 lb. first clear flour
- 18 lb. water
- 12 oz. yeast
- 3 oz. yeast food

Sponge temperature 76° F. Fermentation time 3¼ to 3½ hr.

For the dough, add:

- 10 lb. first clear flour
- 10 lb. rye flour
- 13 lb. water (variable)
- 1 lb. 4 oz. salt
- 1 lb. shortening
- 12 oz. malt
- 1 lb. 8 oz. molasses

Dough temperature 78° F. Fermentation time 25 to 30 min.

Scale and round up. Allow to rest for 15 min. and make up. Proof and then bake at about 400 to 410° F. Use plenty of steam in the oven.

CHEESE RYE BREAD

- 6 lb. patent bread flour
- 26 lb. first clear flour
- 8 lb. medium or light rye flour
- 25 lb. 8 oz. water (variable)
- 1 lb. salt
- 12 oz. sugar (sucrose or dextrose)
- 6 lb. cheese (cream)
- 10 oz. yeast
- 2½ oz. yeast food
- 1 lb. 8 oz. molasses

Dough temperature 78 to 80° F. First punch approximately 1 hr. 30 min. Second punch 45 min. To the bench 15 min.

Scale and round up. Allow to rest for 15 min. and make up. Proof and then bake at about 400 to 410° F. Use plenty of steam in the oven.

Note: The cream cheese may be replaced with dehydrated cheese. Use one half of the amount in the above formula.

SWEDISH RYE

- 24 lb. first clear flour
- 8 lb. dark rye flour
- 18 lb. water (variable)
- 1 lb. 4 oz. yeast
- 10 oz. salt
- 1 lb. brown sugar
- 1 lb. 8 oz. shortening
- 4 lb. dark molasses
- 2 lb. 8 oz. fine ground orange peel

Dough temperature 80° F. First punch—allow to come to full rise. Second punch—one half of first punch. To the bench 15 min.

Scale and round up. Allow to rest for 15 min. and make up. Proof and then bake at about 400 to 410° F. Use plenty of steam in the oven.

SOUR RYE BREAD (Sponge)

Make a preparatory sour with:

- 2 lb. 8 oz. sour dough
- 4 lb. water
- 2 lb. dark rye bread

Temperature 82° F.

Procedure:

Set preparatory sour for 24 hr. Save the remainder of the preparatory sour for starter for preparatory sour for the next day.

Sponge:

- 6 lb. preparatory sour
- 15 lb. dark rye flour
- 30 lb. water
- 4 oz. yeast

Sponge temperature 82° F. Fermentation time 3 to 3½ hr.

Dough:

- 16 lb. dark rye flour
- 71 lb. first clear flour
- 28 lb. water (variable)
- 2 lb. salt
- 8 oz. caraway seed

Dough temperature 82° F.

Scale and round up at once. Allow to rest for 10 min. and make up. Proof and then bake at about 400 to 410° F. Use plenty of steam in the oven.

HEAVY SAUER RYE BREAD

Sauer:

Mix together:

- 2 lb. dark rye flour
- 4 lb. water
- 6 oz. powdered buttermilk
- 4 oz. yeast

Set at 86° F. for 18 hr.

Sponge:

- 10 lb. 8 oz. dark rye flour
- 15 lb. 12 oz. water

10 oz. yeast

6 lb. 8 oz. above sauer
Temperature 78° F. Take at drop (approximately 2½ hr.).

Dough:

- 12 lb. 8 oz. first clear flour
- 12 oz. salt
- 1 lb. 4 oz. molasses
- 8 oz. milk solids (fat free)
- 10 oz. shortening

Procedure:

Mix the sauer and sponge in the usual manner. Break up the sponge when ready with salt, molasses and milk solids. Add the flour and then when the dough is about ¾ mixed, add the shortening. Mix the dough in low speed.

Dough temperature 78 to 80° F.

Scale at once and round up. Allow to rest for 10 to 15 min. and make up. Proof and then bake at about 390 to 400° F. Use plenty of steam during baking.

Precaution: Dock this type of rye bread. Do not cut.

POTATO RYE BREAD

- 20 lb. first clear flour
- 9 lb. dark rye flour
- 14 oz. potato flour (granulated)
- 8 oz. salt
- 8 oz. malt
- 16 lb. 8 oz. water (variable)
- 8 oz. yeast
- 10 oz. shortening

Dough temperature 75 to 76° F.

First punch approximately 1 hr. 45 min. Second punch 45 min. To the bench 30 min.

Scale and round up. Allow to rest for 10 min. and make up. Proof and then bake at about 420° F. Use steam in the oven.

RAISIN RYE BREAD

- 12 lb. 8 oz. medium rye flour
- 37 lb. 8 oz. first clear flour
- 32 lb. water (variable)
- 1 lb. salt
- 1 lb. sugar (sucrose or dextrose)

(Continued on page 24)



Dark Rye Bread May Sell Better in One Area Than in Another

Questions & Answers

A SERVICE FOR BAKERS

Conducted by

Adrian J. Vander Voort

Technical Editor of The American Baker

Raspberry Jelly

Will you please give me a recipe suitable to guide me in making imitation raspberry jelly for jelly rolls? R. V., Pa.

The following formula is used with success by many bakers.

IMITATION RASPBERRY JELLY

Bring to a boil for $\frac{1}{2}$ minute:

7 lb. water
1 lb. sugar
2 oz. pectin

Then add:

7 lb. sugar
6 lb. corn syrup

Boil for $\frac{1}{2}$ minute.

Allow to cool and then stir in:

3 oz. Jel Acid (Raspberry flavor)

Hard and Soft Rolls

We specialize in Italian breads, and many of our customers have been asking us to make hard and soft rolls. I would like the easiest method, since I have never made any of this type of product.—F. J., Mass.

One formula for each type appears below. It should be kept in mind that in order to make good hard rolls, it is very essential that plenty of low pressure steam be used in the oven.

It is often advisable to educate one's customers to the fact that hard rolls should be served fresh as well as being sold as fresh as possible, since the eating quality of these rolls deteriorates very rapidly.

SOFT ROLLS

14 lb. flour
8 lb. water (variable)
12 oz. yeast
4 oz. salt
1 lb. 8 oz. sugar
1 lb. 8 oz. shortening
12 oz. milk solids (non-fat)

Dough temperature 82° F. Time to bench 45 min.

CRISP HARD ROLLS

15 lb. strong flour
9 lb. water (variable)
6 oz. salt
7 oz. water (sucrose or dextrose)
10 oz. shortening
4 oz. yeast
 $\frac{3}{4}$ oz. yeast food

Dough temperature 78 to 80° F.
First punch: 1 hr. 15 min.
To the bench 45 min. later.

French Butter Cream

A few years back you published an excellent formula for a French Butter Cream, but I have mislaid the recipe. Can you reprint this? J. F., Wis.

The following two formulas should enable you to pick out the one you like best:

FRENCH BUTTER CREAM ICING (NO. 1)

Place in a machine bowl:
2 qt. whole eggs or whites
Add slowly:
20 lb. powdered sugar

The American Baker, without cost to its subscribers, offers through Mr. Vander Voort, technical editor of The American Baker and Head of the Baking Department, Dunwoody Industrial Institute, to answer and analyze production problems. Samples of baked goods should be sent to Mr. Vander Voort, Dunwoody Industrial Institute, Minneapolis, where the laboratories and facilities of the school are at the disposal of the readers of The American Baker; communications should be addressed to The American Baker, 118 South Sixth Street, Minneapolis, Minnesota

Then add and beat up to desired fluffiness:

8 lb. butter (salted)
8 lb. hydrogenated shortening
1 oz. salt
Vanilla to suit

FRENCH BUTTER CREAM ICING (NO. 2)

Boil to 240-242° F.:

8 lb. granulated sugar
2 lb. 8 oz. water

Beat until stiff:

3 lb. egg whites

Pour the hot syrup into the beaten whites slowly and continue beating until stiff. Then allow this to cool.

Then cream until light:

4 lb. butter (salted)
4 lb. hydrogenated shortening

Add the beaten meringue gradually and beat until smooth. Then add vanilla flavor to suit.

Brownies

Will you give us a recipe for chocolate brownies? We like to mix up enough to fill three standard bun pans so we can bake off one and retard the other two. This plan is not working out so well because the formula we are using does not turn out the same always. Quite often the

brownies crumble and fall to pieces. K. B., Iowa.

The following formulas will make excellent brownies and lend themselves well to handling as you suggest.

CHOCOLATE BROWNIES (NO. 1)

Beat together as for sponge cakes:

4 lb. 2 oz. whole eggs
9 lb. granulated sugar
2 $\frac{1}{4}$ oz. salt
12 oz. corn syrup

Add gradually:

2 lb. boiling water

Then melt and add:

2 lb. bitter chocolate
2 lb. shortening
10 oz. butter

Sift together, add and mix in until smooth:

5 lb. cake flour
1 $\frac{1}{2}$ oz. baking powder

Then mix in well:

1 lb. 8 oz. chopped walnuts

Deposit into 3 greased and dusted bun pans. Bake at about 340° F.

CHOCOLATE BROWNIES (NO. 2)

Cream together:

6 lb. 12 oz. granulated sugar

3 lb. 6 oz. shortening

3 pints corn syrup

1 $\frac{1}{2}$ oz. salt

$\frac{3}{4}$ oz. cinnamon

Add gradually:

4 lb. 12 oz. whole eggs

Stir in:

2 lb. 4 oz. melted bitter chocolate

Sift together, add and mix in:

3 lb. 6 oz. bread flour

$\frac{3}{4}$ oz. baking powder

Then mix in:

3 lb. chopped walnuts

Deposit into 3 greased and dusted bun pans. Bake at about 340° F.

Enrichment's Anniversary

(Continued from page 19)

to take such action. The trend toward the enactment of such legislation by the states emphasized a need for uniformity to avoid the many serious complications which would certainly arise in interstate shipment unless the major provisions of the laws in the several states conformed to the federal standards. In consequence a model bill was developed by the Council of State Governments, this model being followed closely by successive states. At the present time some 26 states require enrichment, not only of white flour and white bread but also, in some states, of corn meal.

I expressed surprise at the astonishing progress made by the enrichment program on evidence which at the beginning was meager. However, later work has fully justified that early confidence. The Newfoundland surveys, made in 1944 and 1948, before and four years after the adoption of enrichment of white flour in that country, clearly showed that the vitamins put in the flour had improved the health of the people there.

(EDITOR'S NOTE: A report of the results of these surveys appeared in the May, 1949, issue of The American Baker, beginning on page 68.)

Equally significant has been the remarkable control of beriberi in the Philippines, where in Bataan enrichment of rice, which is the native cereal of the Philippines, has practically eliminated deaths from that disease.

The disappearance of pellagra in our country and the greatly lowered incidence of conditions resembling beriberi in our hospitals is more difficult to interpret, because arm in arm with the enrichment of bread has gone a greatly increased use of meat and other foods which also has improved the diets of many people.

Malnutrition a Serious Threat

The threat of malnutrition is, however, still a serious one. The recent reports of Daum, Tuttle and Wilson of the University of Iowa support the view that the very minimal requirement for thiamine is on the order of 0.25 to 0.30 mg. for each 1,000 calories eaten and that the average national dietary without benefit of enrichment of bread and flour and

(Continued on page 58)



PROMOTES SAFETY—The Fuchs Baking Co. in South Miami, Fla., is doing a good work in the promotion of traffic safety, especially as it concerns school children. With the approval of the school board and the county police division, arrangements have been made for the Fuchs company to supply all of the approximately 100 schools in the county with safety signs to be placed at the school crossing. These depict boys of 'teen age, are life size, in color, and are placed at each intersection. Augmenting these signs are billboards posted at strategic spots throughout the county and showing the same design as on the safety signs.

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Flour Tested and Baked in Our Own Laboratory.*

Formulas

(Continued from page 21)

12 oz. shortening
1 lb. yeast
1 lb. 8 oz. molasses
18 lb. raisins

Dough temperature 77 to 78° F.
First punch approximately 1 hr. 30 min. Second punch 45 min. To the bench 45 min. Scale and round up. Allow to rest for 15 min. and make up. Proof and then bake at about 400 to 410° F. Use plenty of steam in the oven.

Note: Add the raisins when the dough is about 7% mixed.

PUMPERNICKEL BREAD

Sponge:

10 lb. 8 oz. clear flour.
6 lb. dark rye flour
15 lb. 8 oz. water
13 oz. yeast

Sponge temperature 75 to 76° F.
Fermentation time 3 hr.

Dough:

23 lb. 8 oz. clear flour
10 lb. rye meal
3 lb. 8 oz. sour dough
20-lb. water (variable)
8 oz. malt
1 lb. 4 oz. salt
1 oz. ground caraway
Dough temperature 79 to 80° F.
Take to the bench, scale off and round up. Allow to rest for about 15 min. and make up. Proof and then bake at about 400 to 410° F.
Use plenty of steam in the oven.

PREPARATORY SOUR PUMPERNICKEL

Preparatory Sour:

2 lb. sour dough
4 lb. medium rye flour
4 lb. water

Temperature 75° F.

Allow to rest for 8 hr. Save the remainder of the preparatory sour for starter for preparatory sour for next day.

Dough:

8 lb. preparatory sour
56 lb. first clear flour
24 lb. pumpernickel flour
44 lb. water (variable)
1 lb. 8 oz. yeast
1 lb. 10 oz. salt
12 oz. ground caraway
Dough temperature 82° F. First punch, ¾ rise; second punch, ½ rise; to the bench 10 min.

Scale and round up. Allow to rest for 10 min. and make up. Proof and then bake at about 400 to 410° F.
Use plenty of steam in the oven.

PARTY RYE BREAD (Salt) (No. 1)

Sponge:

15 lb. clear flour
9 lb. 8 oz. water
8 oz. yeast
1 oz. yeast food
8 oz. rye culture
8 oz. caraway seed

Temperature 74° F.
Fermentation time, 3 hr. 30 min.

Dough:

10 lb. dark rye flour
5 lb. 8 oz. water (variable)
1 lb. molasses
1 lb. 4 oz. salt
4 oz. shortening

Temperature 78° F.
Floor time, 20 min.

This dough will run through the machines very nicely.

Make into loaves about 15 in. long and 1½ in. in diameter.

In order to retain freshness the loaves should be stored in a refrigerator before serving.

(Continued on page 61)

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BAKERY MERCHANDISING

Sales Planning Can Alter Production Costs



Here Are Some Practical Ideas on Conducting a Worthwhile Planning Conference

WHEN I began its preparation, the full title of the subject of this article is as follows: "Practical Ideas as to How Sales Planning Can Alter the Cost of Production." Now anyone would think that that subject is broad enough, and long enough. But before I had gone very far in my preliminary thinking, I found that I had to add three more words to it. And so, my amended title now reads as follows: "Practical Ideas as to How Sales

EDITOR'S NOTE: The accompanying article presenting practical ideas as to how thoughtful sales planning can alter the cost of production comprises the essential text of a paper presented by Martin Eisenstaedt, American Stores Co., Philadelphia, at the 1950 meeting of the American Society of Bakery Engineers in Chicago. In it he urges that the planning conference be used for a discussion of ways and means of producing the best possible products at the best possible price, rather than for a discussion of what can't possibly be done or what competition is doing or plans to do.

Planning Can Alter the Cost of Production . . . OR VICE VERSA."

The obvious reason for this addition was because it is not possible to divorce thoughtful sales planning from thoughtful production planning. And only where the two are happily married can you hope to "alter the cost of production." I realize that this is neither a unique discovery, nor a piece of "man-bites-dog" news. Yet it must be admitted that for industry in general and for the baking industry in particular, cooperative planning between the sales and production departments has been distinguished by its absence rather than its presence.

Possibly this is because we always hear more about the friction and arguments that take place between these two business partners than we do of their agreements. Just as the movieland apologists claim that we never hear of the happy, normal family life that is typical of the real Hollywood. But where there is so much smoke, there is bound to be a little fire. And from my own observation I can say that there is plenty of room for improvement in the rough

By Martin Eisenstaedt
American Stores Co.
Philadelphia

and ready relations that exist between sales and production.

It is not my purpose, however, to attempt to place the blame for this unhappy (and always unprofitable) state of affairs on either department. If anyone is to blame it is the type of top management that regards itself as a referee between two antagonists, rather than as captain and leader of a well-coordinated and smoothly operating business team. And it is to top management that my general recommendation and specific suggestions are addressed.

The first of these recommendations

is being so widely adopted, by so many industries, that I shall discuss it very briefly. It is the obvious first step in the establishment of better relations in any field. The sales department be given a clear understanding of the problems of the production department and, again, VICE VERSA.

In some industries this mutual understanding is more important than in others. But in the baking industry, with its program of daily delivery to satisfy and stimulate the daily demands of the consumer, such understanding is absolutely essential.

The specific methods by which this understanding may be achieved are not too important. They will necessarily vary between the wholesale and house-to-house bakeries and the individual and multiple-unit-retail

bakeries. It goes without saying, however, that the production superintendent should always be a member of any sales planning committee, and that some system should be worked out which enables executive production personnel to spend a certain amount of time in close observation of sales practices and problems and vice versa.

In our own case, the production superintendent of each plant spends two days of each week on a baker's tour of the stores in which his products are displayed, handled, bought or rejected. This gives him an opportunity to see his own prize babies in actual action and to compare them with both the items demanded by the sales department and the items being offered by competition—the competitive items that his own sales department always speaks of with such admiration and awe.

The net result of these personal appearances along the sales routes is a toning down of claims and counter-claims on both sides of the shop, because the production super knows what is going on in the market place and the sales manager knows that he knows. Of course, it is equally important that the sales department understand what's going on in production. But it is probably true that production has the most to learn and as far as cutting the cost of production is concerned, the most to offer.

Methods Changing

Sales and merchandising methods are constantly changing and improving—it is true. But not at the rate of change that is taking place in modern, streamlined methods of production and production controls. In other words, if the modern production manager is to work efficiently with the sales manager as a cooperative partner he must know a lot more about his own responsibilities and capacity than most managers do know. For example, he must know his oven capacities; the speed at which each item can be produced; the number of pans available for producing each item; the number of workers available for producing each item and the changeover time required from one item to another. In other words, he must have an exact and complete production schedule for all his items rather than a rule of thumb based on past experience.

In our company, we have made some studies and have developed some methods of production control that I shall discuss later on in detail. But first I would like to offer a simple two-part statement that I believe can serve as a motto and guide for the sales and production departments of any bakery. It reads as follows:

1. Don't sell what the production department can't make.
2. Don't make what the sales department can't sell.

Here again, the statement is obvious and elementary, but it gives us two good rough rules to apply to most of the arguments that are con-



HUGE MINCE PIE—Art Hurand, operator of the Buttercup Bakeries and the Flint Baking Co. of Flint, Mich., recently baked, in cooperation with the Associated Retail Bakers of Flint, one of the largest mince pies ever made. The pie measured 40 in. in diameter and was approximately 125 lb. in weight. In order to get the pie into the oven, steel bars were placed across the trays of a rotary oven. The pie was hoisted on top of the bars and edged into the oven. The pie (above), displayed several days prior to Thanksgiving in downtown Flint, was a constant "traffic stopper." Throngs of passers-by paused daily to view the giant mince pie. On Thanksgiving Day the pie was delivered to a Flint orphanage and served to top off a Thanksgiving dinner. Mr. Hurand, who is also vice president of the Bakers Association of Eastern Michigan, is active in Flint civic and charity projects.

stantly arising between the two departments.

For example, let's say the sales department decides it absolutely must have marshmallow angel food bars if it is to catch up to and pass the competition in cake sales. There is no argument about whether or not the bars will sell. The sales department has figures to prove that they will. And, sure enough, they do!

But—and it's a great, big BUT—in supplying the large quantity of bars demanded the production department has had to divert its very limited oven capacity to this job at the expense of other items in the line. Moreover, when a "rush" comes in the production room door, "quality" has a way of flying out the window. They call them "angel" food bars but they're sticky devils to handle, and as the production line moves faster and faster, things get messier and messier.

What's the end result? Well, to hear the sales boys tell it, a complete victory over competition and a highly profitable campaign—a red letter day as it were. But closer analysis shows that it was a red ink day—the only one in the entire month. The reasons why are fairly obvious. Sales of other profitable items were down because of the tie-up of production facilities. Cost of production was higher because of the type of product and the waste that always accompanies haste. But most disastrous of all, the last few batches of those angels were definitely below the standard of quality which the public had come to expect.

Quality Essential

I say "most disastrous of all" because the sale of one bad batch of cookies—or even one bad cookie—can overbalance the sale of thousands of quality cookies. In my opinion, quality cannot be sacrificed no mat-

ter what the pressure from the sales department or from competition. And where mutual understanding exists, no sales department is likely to demand an item that will cause a loss of quality. In the example just given the production department should have pointed out its limited capacity for the type of product required and at least cut the quantity ordered. But instead we had a typical violation of Rule No. 1—"Don't sell what the production department can't make."

We have all seen equally horrible violations of our second rule—"Don't make what the sales department can't sell." And here again, lack of knowledge of what goes on in the other fellow's field is the prime cause of the trouble. The answer to these production sponsored failures is some sort of pilot production of the item and some sort of sales testing before it is made in quantity—always starting with the basic requirements that it be a quality product that can be sold at a profit.

For example, without sales testing production may come up with the finest-eating product, but customers first react to the looks and feel of a product. Taste becomes a factor only after the product reaches the home having been chosen on eye appeal and feel. Therefore, besides being a good tasting, good eating piece of baked goods, it must have "sparkle," it must have that "take-me-home-and-try-me-look." Without that it will be doomed to failure.

Despite all precautions, it is impossible to avoid having some seemingly good things turn sour. For example, the production department of our company came up some time ago with a new package—a seemingly heaven-sent idea that would protect

(Continued on page 50)

—BREAD IS THE STAFF OF LIFE—

Baked Goods Labeling Requirements

The labeling requirements of the Federal Food, Drug and Cosmetic Act for cake and sweet goods are similar to those for all non-standardized foods which move in interstate commerce. The requirements are designed to inform the consumer: What—Whose—How Much.

The following facts must appear in the labeling:

(1) The name and address of the manufacturer, packer or shipper. The street and address should be included unless the name appearing on the label is listed in current directories. The address of a firm's principal place of business may be used.

(2) An accurate statement of the quantity of contents. The net weight should be declared as "1½ pounds"—not 24 ounces. The weight of wrappers or containers should not be included in the declared weight.

(3) A food which is composed of two or more ingredients and is not a standardized food, should have listed on the label the common or usual name of each ingredient.

(4) The labeling of food for special dietary uses must bear information considered necessary to fully inform purchasers. A copy of the dietary food regulations can be obtained from the Food and Drug Administration.

(5) Artificial flavoring, artificial coloring, or chemical preservatives in food must be listed in the labeling as such. This includes mold inhibitors and any other chemical used to prevent spoilage.

(6) All of the information required

(Continued on page 30)



TELEVISION DEBUT—R. L. Nafziger, Los Angeles, president of Interstate Bakeries Corp., isn't kidding with that guitar. He plays it—and well—and he sings many a western balad to entertain "Pancho" (Leo Carillo)—at left and "Cisco" (Duncan Renaldo) on the occasion of the presentation dinner by Interstate marking the television debut in Los Angeles of the "Cisco Kid" film series under sponsorship of Weber's Bread.

Interstate Readies "Cisco Kid" Show for Midwest TV

R. L. Nafziger, president of Interstate Bakeries Corp., has announced plans to introduce the "Cisco Kid" television film series in the Midwest under "Butter-nut Bread" sponsorship. The show will be seen in almost two million homes weekly.

Inaugurating a long-range promotion plan heralding Interstate's sponsorship of the "Cisco Kid" as a major part of its midwestern advertising schedule, the company in December held a series of presentation dinners for its more than 500 salesmen, department heads and company executives in four cities. The purpose of the meetings was twofold:

(1) To give salesmen and department heads a preview of the television program.

(2) To present the advertising campaign which will be used in promoting the programs.

One of the few major advertisers to key together its radio and television plans, Interstate Bakeries Corp. has exclusive program rights (in areas where Interstate products are distributed) for the television version of the adventures of the famed "Robin Hood of the Old West." The organization has sponsored the "Cisco Kid" on radio for the past six years on the Pacific Coast and for two years in the Midwest. During this sponsorship the program has consistently topped the Pacific Coast "Hoope-ratings" among half-hour western-type shows.

The midwestern presentation dinners gave sales personnel their first look at the "Cisco Kid" film which will be released over WENR-TV, Chicago; WOW-TV, Omaha; WLAV-TV, Grand Rapids; and WCPO-TV, Cincinnati. The series started on station WDAF-TV, Kansas City, in November, and is scheduled to begin on WOI-TV, Ames, Iowa, early in January. Contract is for a minimum of 52 weeks on each station.

Release of the new show will call for extensive promotion. Station co-operation will be enlisted to run film teaser spots for two weeks before the first show, and to place first-telecast announcement advertising on the radio-television pages of leading papers. Salesmen will distribute more

than 4,500,000 Cisco and Pancho caricature masks to children through midwestern grocery outlets during the first two weeks of the campaign.

Salesmen will also be supplied with colorful point-of-sale display pieces, and will themselves wear yellow, green and red serapes during the first week of the campaign. After the first week, they will wear on telecast days hand-painted Cisco versions of their standard uniform neckties. In addition, Butter-nut loaves will be banded with three-color strips plugging the new TV show, while Interstate's mid-west fleet of trucks will be equipped with bumper strips. Mr. Nafziger, a firm believer in advertising and promotion, will attend and preside at the meetings of several of his plants.

It is hoped that the television version of the "Cisco Kid" will equal or top the radio version in popularity. Starring Duncan Renaldo and Leo Carillo as Cisco and his puckish sidekick Pancho, the TV program adheres to the established format of presenting a single complete adventure in each half-hour show. The programs are filmed in 16 mm, with lighting and processing especially for television.

The fully animated cartoon commercials, designed especially to conform with the western spirit of the "Cisco Kid" films, combine entertainment and selling values to a degree which has caused some comment among advertisers utilizing this type of commercial.

The "Cisco Kid" television and radio shows are being made available to other sponsors outside the Interstate operational areas through the Frederick W. Ziv Co., Cincinnati.

HOUSEWIVES PREFER FRIDAY

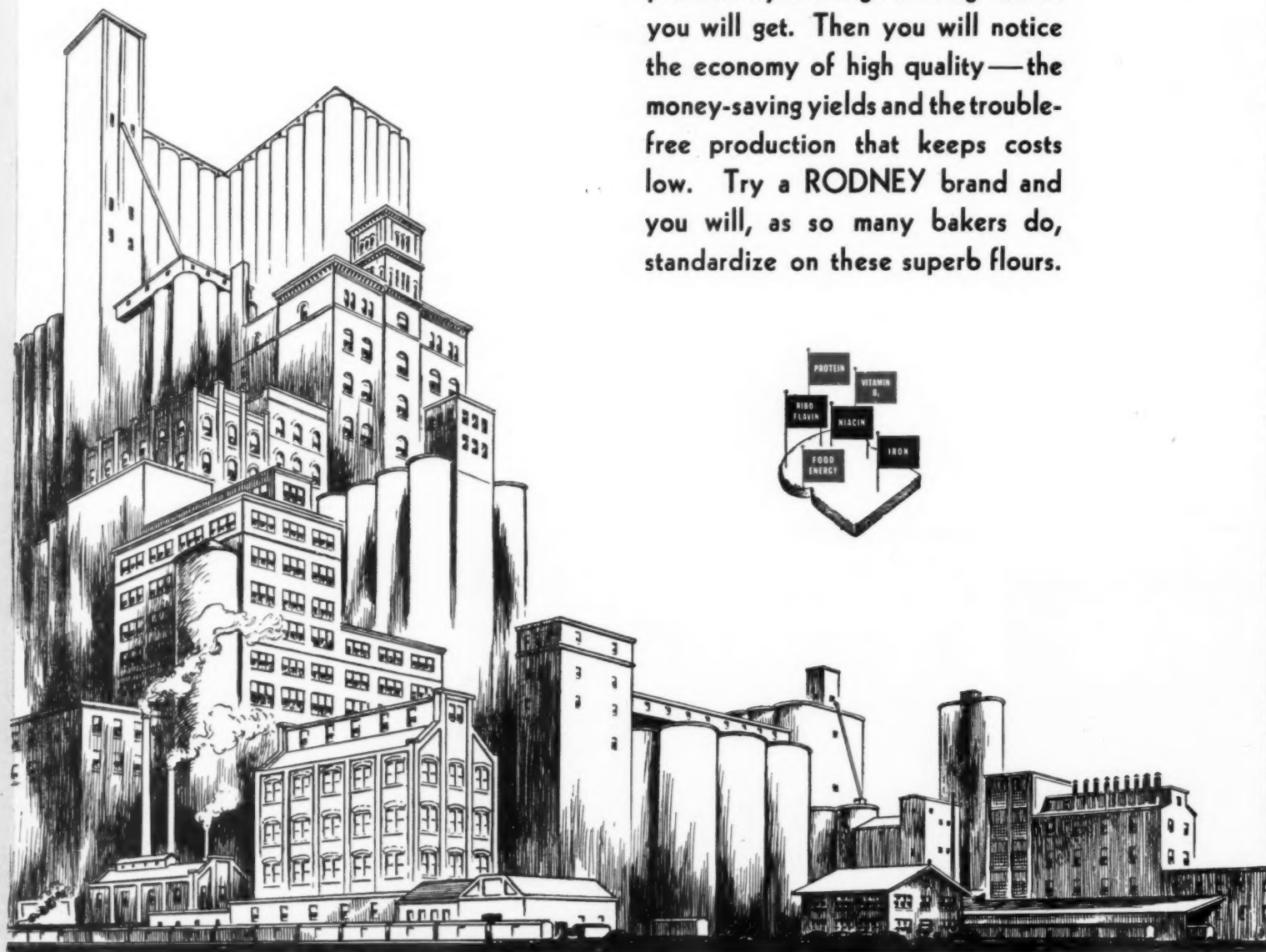
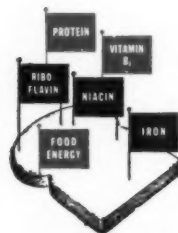
INDIANAPOLIS—Friday continues as the favorite food shopping day among housewives in the Indianapolis metropolitan market, according to the 1950 Consumer Analysis of the market. The study, published by the Indianapolis Star and News, showed that 46.8% of the families buy most of their groceries on Friday. Saturday rates as a close second, with 42.4% of the housewives surveyed checking that day. In 1949, Friday was preferred by 50.8% of the housewives and Saturday by 39.3%.



BREAD TIE-IN—A powerful merchandising boost for bread is provided in an unusual bread sale tie-in with a Parkay margarine premium promotion recently launched by the Kraft Foods Co. The promotion is supported by radio and visual advertising on a national basis. An exclusive premium, with a value of \$2, is being offered for 50¢ with the label or wrapper from any loaf of bread and the red-end flap from a Parkay carton. The premium is a new triple-purpose utensil for the kitchen—a double-edged slicing spatula. It's called "Gildy's Blade" because "The Great Gildersleeve," star of Kraft's Wednesday evening family comedy on NBC stations, is credited with its invention. A typical bread and margarine tie-in display for the "Gildy's Blade" premium promotion is shown above.



To any baker interested in pushing the quality of his bread UP and holding costs DOWN, we recommend RODNEY flours. For these superior flours are real profit-makers for the baker. When you bake them, you first will be impressed by the high-scoring loaves you will get. Then you will notice the economy of high quality—the money-saving yields and the trouble-free production that keeps costs low. Try a RODNEY brand and you will, as so many bakers do, standardize on these superb flours.



Mills at Kansas City, McPherson, Lindsborg and Russell, Kansas of the
RODNEY MILLING COMPANY
KANSAS CITY, U. S. A.

CHICAGO OFFICE:
KELLY FLOUR COMPANY
919 North Michigan Avenue
Telephone: Superior 1053

BOSTON OFFICE:
SEABOARD ALLIED MILLING CORP.
1209 Stetler Building
Telephone: Hubbard 8340

Quarter Million Bread Stuffing Booklets Issued

CHICAGO—Within the past few weeks, approximately a quarter million copies of one of the American Institute of Baking's most recently released recipe booklets, "Bread Stuffing the Year 'Round" have been distributed, the AIB has stated.

Designed to assist the baker in protecting the valuable holiday season market for bread for poultry stuffing, the booklet will promote the sale of bread for stuffing for fish, meat and vegetables throughout the year.

That the baking industry is anxious to protect this threatened market is evidenced in the fact that as the result of the institute's making this recipe booklet available to them for point of sale distribution, or for direct mail use, more than 150,000 copies have been purchased by Bakers of America Program to promote its use by the industry.

Food editors of newspapers, and women radio and television program broadcasters and telecasters are offering it to their readers and listeners. Requests for the booklet are being received from all parts of the country; and the New York Times Nov. 19 offered it to its readers.

—BREAD IS THE STAFF OF LIFE—

Eight California Baking Firms Win Sanitation Award

LOS ANGELES—For the second consecutive year the Food Sanitation Service, a division of Food & Drug Service, Inc., Los Angeles, has awarded eight California baking plants annual honor roll awards for consistent achievement in maintaining a high standard of excellence in food plant sanitation during the past year.

The plants, thoroughly and regularly inspected at least once each month and in most cases once a week, have been found to be consistently manufacturing, packing and storing food products under rigid sanitary requirements set by Food & Drug Service, Inc., which reports it is an independent, privately operated company composed of a group of former U.S. Food & Drug Administration inspectors and analysts.

The eight baking plants honored are: Di Carlo's National Bakery, Inc., San Pedro; Golden Crust Bakery, Bakersfield; Grandma Baking Co., Los Angeles; Helms Bakeries, Los Angeles; Helms Bakeries, Montebello; Los Angeles Donut Corp., Los Angeles; Oroweat Baking Co., Los Angeles, and the Oroweat Baking Co., San Francisco.

—BREAD IS THE STAFF OF LIFE—

RESTAURANT INSTITUTE GETS 4 SCHOLARSHIPS

NEW HAVEN, CONN.—A grant of four scholarships to forward the work of training young Americans for employment in the hotel and restaurant industries has been made to the Restaurant Institute at New Haven, Conn., by Conrad N. Hilton, in behalf of the Hilton Hotels Corp. of which he is president, Mrs. James Rowland Angell, chairman of the board of directors of the Restaurant Institute, and Mrs. Frances L. Roth, administrative director, have announced.

The four \$500 scholarships are open to well-qualified candidates in any

of the three, 8-month courses offered at the school, which include basic restaurant trades, baking and advanced cooking. They will be awarded to students who enroll for terms beginning in January, May or September of 1951. Requirements for admission to the institute are a high school or vocational school degree, or the equivalent in experience in the hotel and restaurant industries.

Founded in 1946, the restaurant institute is a non-profit, culinary trade school with resident facilities providing expert instruction and practical training in the culinary arts in a concentrated 32-week course.

Carr-Consolidated Again Wins National Truck Safety Award

TOLEDO — The first Auto-Lite safety award of the current season, given in cooperation with the American Trucking Assn. for outstanding safety performances by motor truck fleets, has been presented to the Carr-Consolidated Biscuit Co., Wilkes-Barre, Pa.

It was the second consecutive year the company has been cited for operating the nation's safest truck fleet

in the class of vehicles traveling over 200,000 miles annually on local and over-the-road routes.

The presentation was made to Don Roberts, safety director for Carr-Consolidated, during the second annual meeting of the Luzerne County Chapter of the Pennsylvania Motor Truck Assn. in Wilkes-Barre. The award consists of an engraved plaque, an inscribed gift and special wallet cards for each driver in the company's fleet.

The Electric Auto-Lite truck safety awards are given yearly to individuals whose companies win American Trucking Assn. competitions.

"NATURAL" FRESHNESS IN YOUR WHITE BREAD WHEN YOU USE SUPERSHORT

with the All Vegetable Emulsifier

**THE
BROLITE
CO.**

2542 ELSTON AVENUE, CHICAGO 47, ILLINOIS

225 Fourth Ave., New York 3, N.Y. 621 Minna St., San Francisco 1, Calif.
4128 Commerce St., Dallas, Texas 518 First Ave., North, Seattle 9, Wash.
686 Greenwood Ave., N. E., Atlanta 6, Ga.

*Ask the
Brolite
man*

"Mobile Store" Increases Sales for Michigan Route Man

Sales of baked goods increased nearly \$100 a week when Al O'Brien, veteran route-man for Mills Bakery, East Detroit, Mich., converted a new-type delivery truck into an unusual bakery goods "store-on-wheels."

By tempting women to come inside the truck to shop, Mr. O'Brien takes profitable advantage of two selling helps usually confined to a conventional store. His customers are greeted at the door by the hunger-inciting aroma of fresh baked goods. Then, walking down the aisle inside the truck, they are surrounded by a large and tempting selection of bakery products decked out on special counters in eye-catching displays.

On top of all this, he has the advantage of being able to drive his store right to the homes of his customers.

Mr. O'Brien carries his full day's supply of baked goods in the 7 ft. body of a Dodge "Route-Van" truck with 253 cubic feet of cargo space for a wide variety of breads, rolls and pastries. He displays his products on a double row of special counters on both side walls and across the back of the truck. He mounted them himself with aluminum stripping he bought at a "war surplus" store.

He takes advantage of the 6 ft. 4 in. of headroom to keep reserve stocks of baked goods out of his customers' way by carrying them in a double deck of bread cases under the bottom counter.

Store Easy to Enter

When Mr. O'Brien covered his route in a conventional delivery truck, he had to walk to each customer's door with a display tray. Now most customers prefer to come to him. He offers them all the conveniences of a downtown bakery store parked right at their sidewalk.

Inside the mobile store they can walk around and examine a complete line of bakery products. They can reach anything on the counters from a wide aisle in the center of the

truck body. The curb-height front step, which is less than 14 in. from the ground, permits them to step in and out of the truck with ease.

Customers buy more from the truck than they ever bought from the tray, Mr. O'Brien reports. They feel free to pick up and examine anything on the shelves before they buy. They see things they had forgotten they needed. Often a tempting display persuades them to buy a new bread or pastry which otherwise they might never have tried.

There are other reasons for the jump in sales, which, although harder to put your finger on, Mr. O'Brien thinks are just important. He is convinced that women have less sales resistance inside the truck than when they face a salesman on their own doorsteps. The fresh-bread aroma is an acknowledged sales booster. And many women are happy to find an excuse to come outside and chat with neighbors while they shop.

In Mr. O'Brien's previous truck, which was uninsulated, the bitter cold of Michigan winters chilled the loaves of bread and made them hard to the touch. An efficient heater and thick roof and wall insulation keep the new truck warm in the coldest weather. Thus bread seems fresher to those housewives who test loaves with a squeeze before they buy.

Another reason for the increased sales is the extra five stops each hour that Mr. O'Brien makes in his mobile store. The same features that make it possible for women to shop inside the truck comfortably make his job much easier, too.

Mr. O'Brien drives his truck more than 100 miles a day, beginning at 7 a.m. when he leaves home to pick up his supplies.

Baked Goods

(Continued from page 27)

by the act must be shown on the labeling in a form easily noticed and readily understood.

In addition to the requirement that such information appear in the labeling certain deceptions are prohibited:

- (1) Food labels must not be false or misleading in any particular.
- (2) Damage or inferiority in a food must not be concealed in any manner.
- (3) No substances may be added to a food to increase its bulk or weight or make it appear of greater value than it is.
- (4) A food must not be sold under the name of another food.
- (5) Imitations and food substandard in quality must be so labeled.
- (6) A substance which is recognized as being a valuable part of a food must not be omitted.
- (7) Food containers must not be so made, formed, or filled as to be deceiving.

Regarding the listing of ingredients by the common or usual name, an example would be that baking powder should be listed as baking powder—not as leavening.

Ingredients should not be listed in an order that is misleading. A nut ring, containing 10 lb. peanuts and 2 lb. pecans in a batch should not have pecans declared first on its label.

A bakers' supply manufacturer was

recently prosecuted for shipping a misbranded topping to bakers in other states. The product was labeled "Maple-Nut Topping . . . Maple syrup and mixed nuts." It actually contained imitation maple syrup, soy beans and a few peanuts. It was pointed out to the court that bakers using the product would probably misbrand their own cakes by using the wrong ingredient list. The same firm sold bakers a cake mix containing undeclared yellow color which would render the cakes in violation of the laws of the state where the bakery was located.

In regard to using qualifying phrases in connection with the declaration of net weight, sliding scale declarations are not appropriate. It is expected that the weight declared represents the net weight at the time the goods are introduced into interstate commerce. Such phrases as "not less than"—"average weight," or similar wording have no effect upon the requirement that an accurate statement of the net weight appear on the label.

It is illegal to use oversize containers which make the package appear to have more food in it than it actually holds.

The labeling requirements are based on common sense and the reg-

EDITOR'S NOTE: The accompanying discussion of labeling requirements for baked goods is an adaptation of an address by Robert C. Stanfill, chief of the Philadelphia district of the Food and Drug Administration.

ulations are designed to aid the consumer to know what he is buying.

Any time there is doubt about the proper labeling a baker may submit complete information along with your proposed label to the nearest Food and Drug Administration district office for advice.

—BREAD IS THE STAFF OF LIFE—

New Series of End Labels Designed to Boost Bread Use

Bakers throughout the country are joining an industry-wide promotion to increase bread sales by helping the housewife plan meals which include more bread.

Pollock Paper Corp. is now offering bakers a new series of 64 full-color end labels illustrating tempting dishes which use bread as a principal in-

Art Contest Boosts Cake Sales

A novel promotion idea by Adolphe Arnegger, enterprising retail baker of New York's exclusive Riverdale section, involving the use of the new aluminum containers he recently began using for some of his specialty cakes, has stimulated Mr. Arnegger's trade and turned community attention on his store, the Dale Pastry Shop, 3708 Riverdale Ave.

The promotion was a contest for the best artistic object made out of the aluminum pans, which are formed of a semi-soft, flexible, bright aluminum resembling silver, that can easily be cut and worked into shapes. Manufactured by the Reynolds Metals Co. of Richmond, Va., the aluminum containers are sold under the name of Reynolds Pak and are used by bakers for cakes and specialty items.

Mr. Arnegger, who is interested in art, offered three prizes of \$25, \$10 and \$5, and publicized the contest

with signs in his store window. He arranged to have the contest judged by two local artists, William R. Nielsen, a commercial artist and package designer, and Peter Hayward, sculptor.

Contest entries went on display in his store window, calling the attention of passersby to the store. Many entries came from local art students whose mothers were store customers.

When the contest closed one of the judges presented the prize checks to Miss Elizabeth Edlitz, Miss Patricia Degener, and Miss Louisa Sandstrom, who had captured first, second and third places with an owl shaped out of the aluminum material, a stabile design, and a brooch and earring set.

Mr. Arnegger sold 1,600 of the cakes in the aluminum containers during one week while the contest was on.



MOBILE STORE—Customers buy more baked goods when they shop inside the mobile store operated by Al O'Brien, route-man for Mills Bakery, East Detroit, Mich. Bread and pastry sales are stimulated by the bakery aroma that greets customers at the door, and also by tempting displays of baked goods they see inside the truck, he reports. Mr. O'Brien designed a traveling store that permits customers to enter and leave with ease, and to shop inside comfortably.



CONTEST WINNERS—Winners of the art contest conducted by Adolphe Arnegger, retail baker of Riverdale, N.Y., receive their prize checks from William R. Nielsen, local artist, one of the contest judges. Mr. Arnegger (right) holds one of his cakes in the aluminum containers from which the contest entries on the table were shaped.

redient. The "menu suggestions" are designed to attract the shopper while in the store making menu decisions for the next several meals. The descriptive titles of these illustrations and variety in the series gives the homemaker ideas for any course of the meal, and for parties or "between-meal" snacks.

Jack Conrad, manager of end label division for Pollock, says that the end of a loaf of bread next to the daily newspaper, is the most widely circulated advertising medium in this country. More and more bakers are beginning to use this valuable space to promote, in a constructive way, greater usage of bread, he adds.

—BREAD IS THE STAFF OF LIFE—

Tape Opener Developed for Cookie Package

The first practical application of the "Quik-Zip" tape opener for cellophane wrapped packages larger than a cigarette package has been announced by Walter Desser, president of Mama's Cookies Bakery Co., Detroit.

The new closure is designed to permit instant opening of the cellophane on the new Mama's Cookies package. Additional advantages claimed are that the cookies stay fresh longer with the protection of the cellophane which remains on the box and that, after all the cookies have been eaten, the cellophane envelope is convenient for use as a sandwich or refrigerator bag.

The tape opener embodies exactly the same principle introduced several years ago in the cigarette field. A sharp pull on the loose end of the red cellophane tape opens the tough, heat-sealed covering of the cookie box immediately. As a result, stronger, tougher cellophane can be used to protect the freshness of the cookies without the difficulty of opening which would arise without the new opener.

—BREAD IS THE STAFF OF LIFE—

"Jungle Bread" Film Being Used Widely

The promotional 16 mm. color film, "Jungle Bread," produced by Van de Kamp's Holland Dutch Bakeries, Inc., is being shown to audiences throughout many parts of the U.S., Canada and several nations overseas on a franchise basis.

Omar, Inc., has purchased showing rights for the state of Nebraska. Personnel representatives of five mid-western baking companies and two eastern bakeries came to Los Angeles to take training in screening and presenting this film to audiences.

Adapted versions of "Jungle Bread" are being shown in the four western provinces of Canada by the McGavins Bakeries, Ltd., Vancouver, B.C. In central Canada the film is being presented by Wonder Bakeries, Ltd., of Ontario; and in eastern Canada by Eastern Bakeries, Ltd., St. John, N.B.

The film has been shown in the Los Angeles area by Van de Kamp's for three years and has been seen by more than 360,000 people. The film has been screened before 750 organizations.

George W. Purcell, public relations executive of Van de Kamp's, said it is not just the exciting content of the color film, shot in the most primitive jungles of Dutch Guiana, but the manner in which the whole presenta-

(Continued on page 54)

SUCCESSFUL SELLING

A Column of Comment

BY WAYNE G. MARTIN, Jr.



The Shortage of Salesmen

BECAUSE the draft for men for the armed services is undoubtedly reducing the supply of manpower for bakery sales organizations throughout the country, it becomes increasingly important that those salesmen who are available should be trained so they may provide the most efficient sales organizations possible.

This, of course, is an increased responsibility for sales management. When the latter is confronted with increased need for improving the efficiency of the salesmen available, then how well they handle this responsibility determines their position in the distribution of bakery products.

Although the draft is taking many young men, and defense industries are absorbing others, many are still available for the sales staffs of commercial bakeries.

Sales managers should remember this fact, and direct their efforts toward obtaining the type of men who will best fit into their organizations. That is the only way in which effective sales groups can be maintained under today's difficult situation.

WATCH OTHER INDUSTRIES:

While there would seem to be a great difference between the baking and steel industries, nevertheless there is one relationship that should be watched closely by all bakers. That is the wage scale. Many economists believe that what happens to wages in the steel industry will be the indicator for other businesses.

Unfortunately, we seem to be on an inflationary trend, and it is quite possible that wages will be advanced in the steel industry. If that occurs, similar demands will undoubtedly be made by other unions, including those in baking.

While such demands will largely apply to production men, there is every possibility that sales groups will seek similar increases. Sales managers, in planning their future activities, must take this fact into consideration. Costs will obviously advance during the coming months, but every effort should be made to keep these advances at a minimum.

Otherwise selling costs will get entirely out of hand, and the industry will find itself in a bad position, for, as usual, much publicity will be directed to any increased prices for bakery products. It is a difficult situation, and one which must be watched closely.

CONFERENCE: We would like to be among the first to congratulate the bakers' associations of Indiana, Illinois, Michigan and Wisconsin for arranging the "Lake Michigan States Bakers Conference" in Chicago April 29-May 2, 1951. For years we have advocated combining various state conventions into a few larger ones, where the attendance would be greater and the programs strengthened.

This movement could be further strengthened by consolidating at least the spring meetings of the Pennsylvania Bakers Assn. and the Potomac States Bakers Assn. Even in New England, where the New England Bakers Assn. is representative of the entire area, some of the states persist in holding meetings of their own. All of these could be consolidated into one general conference with benefit to all concerned.

However, we were sorry to see that the Lake Michigan States Bakers Conference is going to attempt to hold a trade show in connection with it. As is generally known, manufacturers are opposed to these local exhibits, which are usually held for the primary purpose of making money for the convention concerned. For the most part they have not been successful, and the splendid cooperation effected by the four states involved is being weakened through the attempt to hold a trade show. Experience will probably show that the conference will be much more successful in future years without adding an exhibit to it.

WATCH ADVANCING COSTS: The other morning we were reading the New York Times, and on one page saw the following headlines: "Oats and Soybeans at Seasonal Highs;" "Seasonal Marks Are Set by Cotton;" "Freight Rise to Be Asked in East;" "Lard Undertone Strong."

This is merely an indication of what may be expected in the forthcoming costs of bakery products. While there is always adverse criticism when the prices of bakery goods are advanced to consumers, nevertheless the fact remains that unless bakers make a fair margin of profit on their merchandise they cannot remain in business.

This is as much concern to sales managers as it is to the production management of bakeries. In fact, if prices have to be advanced because of increased costs it is usually the sales management part of bakeries which bears the brunt of such actions. Nevertheless, the selling of bakery goods at a profit is a responsibility placed directly upon sales management.

Methods That Sell to Women . . .

Baked Goods Are Economical: Tell the Customer

•By Dorothy Glenn



THE baker has been doing his share in the food field toward keeping the cost of living down. Have you told your customers about it? Bread, the basic food, is costing more now than it did in years past; but these price increases have been kept at a minimum.

Everyone has been confronted with government statistics on the cost of living index, but, have you presented your customers with a breakdown to present the story for bakery goods?

Let's look at these figures. As you know, the retail food price index is based on the 1935-39 average as 100. Increases and decreases are plus or minus from this period. From this base of 100 we find that the government gives us a retail food price index for July, 1950, for all foods combined of 210. In other words, the national average of all foods has risen 110 points.

In comparison to "all foods," the national average index for white bread, 1 lb. loaf, has risen to only 166.1. An increase of only 66 points for bread, little more than half that of "all foods." This is one of the foods that has helped to keep the

cost of living down as much as possible. Does Mrs. Homemaker know this? You have a sound and newsworthy story to tell. Your local paper would be interested in such facts, just as Mrs. Consumer.

Statistics Tell a Story

In considering these figures, you might like to know that the range of price for a 1-lb. loaf of white bread is 10¢ to 18¢, making a national average of 14.2¢.

There are no available figures for your cakes, pies, cookies and sweet goods. But, just a glance at the index of ingredient prices tells your story. These are retail prices rather than wholesale, but they tell the story. Again, these figures are the national average index as of July, 1950. The index for wheat flour is 190.6 in comparison to all foods of 210; for butter is 195.5, for fresh milk is 164.1; for fresh eggs is 164.3; for sugar is 176.9; and for fats and oils (average) is 141.3.

Bread is basic and as a basic food it is doing its part costwise. A review of ingredient increases shows

(Continued on page 54)

Established in 1912

BROKERS FLOUR AND FEED

Domestic and Export

L. R. JEWELL & SON—"Flourists"

626-629 20 West 9th St. Building—L. D. 74

KANSAS CITY, MISSOURI

Cable Address: Jewellco

References: Any flour mill in Missouri, Kansas, Nebraska, Oklahoma or Texas

Better Milling of Finer Wheat Produces

Acme's
Three great baking flours!

ACME quality baking flours are known by the nation's bakers for their uniformly superior performance in the shop. ACME Mills buy and use only choice varieties of Turkey-Type wheats . . . their modern, scientific milling technique is backed by a half-century of experience . . . and every milling is rigidly pretested in ACME's own Baking Laboratories for flavor, texture, color, absorption, uniformity and QUALITY BAKING RESULTS.


for better baking

ask for

Acme!

THE ACME FLOUR MILLS CO., OKLAHOMA CITY, OKLA.

"ROCK RIVER" RYE

"OLD TIMES" BUCKWHEAT

**"BLODGETT'S"
RYE**

All Grades—From Darkest Dark to the Whitest White
—Specially Milled by the Blodgett Family—Since 1848

FRANK H. BLODGETT, Inc., Janesville, Wisconsin


MILWAUKEE DEMONSTRATION—Paul Busse, Anheuser-Busch, Inc., Chicago, center, and William Kent, St. Louis serviceman for the company, are shown above as they explain to George Huebner and Mrs. John Pornat some of the tricks that went into the making of the large Christmas tree specialty bakery goods items, one of more than 500 different variety breads, sweet goods, and other products demonstrated and displayed by Anheuser-Busch to over 400 bakers from Milwaukee and throughout Wisconsin attending the recent monthly meeting of the Milwaukee Retail Bakers Assn. The bakery goods on display were baked by Mr. Busse and Mr. Kent at the Pornat shop with the assistance of Mr. Huebner, who is the A-B branch manager in Milwaukee. The demonstration was enjoyed by one of the largest crowds of bakers ever to attend a monthly retailer's meeting in Milwaukee. Of the approximately 425 registered, 52 came from out-of-town communities. A luncheon and refreshments followed the demonstration. Also attending from Anheuser-Busch were Sam Baker, central regional manager, St. Louis, and Fred W. Nicolai, Chicago district manager.

Advertisement of Dry Milk's Value Wins Merit Award

CHICAGO—The full page, four-color advertisement which the American Dairy Assn., Chicago, featured in the Saturday Evening Post, Jan. 14, 1950, has won the merit award of the Art Directors Club of Chicago for outstanding product illustration in color. The award was won in competition with approximately 2,000 advertisements produced in the

Midwest. The ad featured a tempting loaf of bakers' bread.

The bread ad features the caption, "Dry Milk Makes Better Bread," and tying into the illustration, the copy continues: "Loaf by loaf . . . slice by slice . . . its extra goodness is revealed. It's bread at its best . . . better looking . . . better eating . . . better tasting—these all-important ways because of the non-fat milk solids." Some interesting background of the winning bread photographs was the use of approximately 300 loaves of bakers' bread in the preparation. Three-inch end portions of the loaves were arranged and photographed. Exactly 100 of them actually appear in the advertisement in addition to the superimposed loaf, which was a separate photograph.

Following the judging, the award winning advertisements were displayed at the Art Institute of Chicago in the 18th Annual Exhibition of Advertising Art. Certificates of award were presented to A. George Miller, the photographer, and John Stronsky, art director, of Campbell Mithun, Inc., advertising agency handling the ADA account; to that agency, and to the American Dairy Assn.

—BREAD IS THE STAFF OF LIFE—

CINCINNATI BAKING FIRM LIQUIDATES ITS BUSINESS

CINCINNATI—The L. Weinberg Baking Co. is being liquidated, and its plant, containing 35,000 sq. ft. of space, the equipment and 16 trucks will be sold, it was announced by Herman Weinberg, secretary-treasurer.

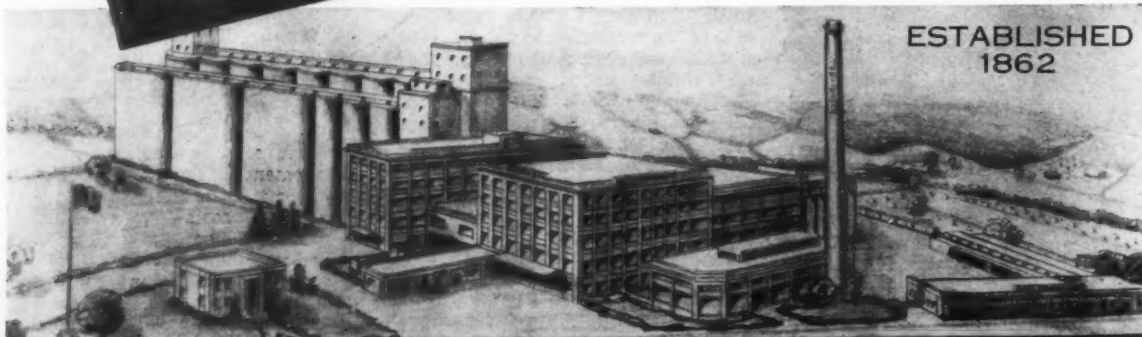
In a letter to creditors announcing the liquidation, Mr. Weinberg said: "The first nine months of operations of the company in 1950 have shown losses which, if allowed to continue, might imperil its creditors. He added that members of the Weinberg family which control the business agreed to "postpone their rights as creditors to the rights of other creditors."

F. W. STOCK & SONS'

STOCK'S PATENT

**FOR LAYERS, POUND CAKES,
JELLY ROLLS, CUP CAKES**

A Short Extraction Type Flour from Choice Indiana and Michigan Soft Wheats. Especially milled to carry 120-125% sugar. Rigid Quality Control assures the Uniformity and Dependability for which all F. W. Stock & Sons' products are famous. Your inquiries will have our good attention.


**ESTABLISHED
1862**
F. W. STOCK & SONS, INC., HILLSDALE, MICHIGAN
**GREAT
NAMES
IN
FLOUR**



Chase-Designed Pretty Print bags are available in colorful checks, plaids, florals, geometrics, and pastels. And, how thrifty housewives love 'em! They're becoming more and more popular every day! Get on the Band Wagon! Cash in on this demand now! Pack your products in Chase-Designed Pretty Print bags! Your Chase Salesman has samples and full details. Check with him . . . TODAY.



CHASE BAG CO.

GENERAL SALES OFFICES, 309 WEST JACKSON BLVD., CHICAGO 6, ILL.

BOISE • DALLAS • TOLEDO • DENVER • DETROIT • MEMPHIS • BUFFALO • ST. LOUIS • NEW YORK • CLEVELAND • MILWAUKEE
PITTSBURGH • KANSAS CITY • LOS ANGELES • MINNEAPOLIS • GOSHEN, IND. • PHILADELPHIA • NEW ORLEANS • ORLANDO, FLA. • SALT LAKE CITY
OKLAHOMA CITY • PORTLAND, ORE. • REIDSVILLE, N. C. • HARLINGEN, TEXAS • CHAGRIN FALLS, O. • HUTCHINSON, KAN. • CROSSETT, ARK. • SAN FRANCISCO

New Method of Bulk Flour Transport

THE General American Transportation Corp. of Chicago announced last fall that the American Stores Co. of Philadelphia had signed agreements to lease seven of the new GACX "Trans-flo" cars for the transportation of flour in bulk to its new modern bakery in Philadelphia. The announcement marked the latest development in the field of transportation of bulk flour.

Designed by the General American Transportation Corp. in collaboration with the Fuller Co. of Catasauqua, Pa., which developed the pneumatic "airveyor" system, and with the close cooperation of the National Biscuit Co., the "Trans-flo" car consists of stainless steel plates welded to form two large compartments and placed on wheels. It has a capacity of approximately 113,000 lb. of flour and is emptied through nozzles at the bottom of the car, utilizing pneumatics for the emptying operation.

No mechanical moving parts are

SYSTEM USES SPECIALLY - DESIGNED CARS AND PNEUMATIC CONVEYORS

used on the car, thus the possibility of mechanical failure which might prohibit prompt unloading is eliminated. It may be loaded by gravity, simply diverting the mill stream to the car. To help prevent condensation the newly developed air-powered spinner permits loading to within inches of the roof, holding space between the top of the flour and the roof of the bin to a minimum. As an added feature the top of the bin has been insulated to maintain constant temperature.

Sanitation Features

There is almost no conceivable way for outside contamination to reach the flour from the time it enters from the mill stream, in transit, to pneu-

matic unloading system and into the storage tanks at the bakery.

The roof hatches as well as unloading nozzle assemblies are provided with filters which prevent outside contamination from coming into contact with the flour during either the loading or unloading operation. The interior welding is ground smooth and the corners of the hopper bottoms are rounded to minimize the possibility of flour clinging to the welds.

After loading, the hatch covers are sealed with the railroads' seal and General American's field men see to it that the car is routed to the bakery with a minimum of delay anywhere along the line.

At the bakery the Trans-flo car moves into the siding and the Fuller pneumatic airveyor system is connected via a flexible hose line to the nozzles of the car, much the same as a fire hose is attached to a hydrant. When the valve gates are opened the flour flows from the compartment into the nozzles and is drawn through

the pneumatic system to the storage bin. One man can unload two cars using the pneumatic system in an 8-hour shift, it is reported.

The conveying system consists of stainless steel tubing with long radius bends and machined companion flanges to form perfect joints. Stainless steel is used in the conveying filter and other mechanical parts to provide smooth surfaces and to prevent coating. All parts of the system



"TRANS-FLO" FEATURES — Some of the mechanical features of the General American Transportation Corp. "Trans-Flo" car designed for the transportation of flour in bulk are shown in the pictures at the right. At the top is shown the loading system. The hatches funnel the flour into the individual bins of the car, and are equipped with removable filters for maximum sanitation, as shown in the second picture. Second from the bottom is the unloading nozzle assembly, bolted to the bottom of the hopper, with the door in the closed position and the railroad seal in place. The bottom illustration shows the loading hatches in the opened position as they would appear with the filter and dummy filter in place. This opening is completely protected from possible contamination with filters as the pneumatic tubes are placed in position for unloading.

SUNNY KANSAS

Here's a New Year Resolution you will never regret... Switch to better baking with **SUNNY KANSAS**. Throughout the months ahead you will find that **SUNNY KANSAS** quality is the kind that makes a good loaf better... and that's what makes a sales drive click.



THE WICHITA FLOUR MILLS CO.

5,000 Sacks Capacity
WICHITA

1,000,000 Bushels Storage
KANSAS

CABLE ADDRESS, "SENTINEL"

"CREMO"

Just the Cream of Hard Wheat

ALSO SEMOLINAS

CROOKSTON MILLING COMPANY
CROOKSTON, MINN.

Exceptional Bakery Flours
TWELVE-40 NO-RISK PLA-SAFE

THE ABILENE FLOUR MILLS CO.
ABILENE, KANSAS

Capacity 3,000 Cwts. Daily

Grain Storage 1,000,000 Bus.



THE "TRANS-FLO" CAR—One of the "Trans-flo" cars developed by the General American Transportation Corp. for the transportation of bulk flour by rail is shown above. The bins are constructed of stainless steel, and other measures are taken to assure proper sanitation. The car has a capacity of approximately 113,000 lb. flour. The unloading nozzle assemblies can be seen below the siderail of the car.

may be opened for complete sanitary inspection.

Flour moved by pneumatics disperses thoroughly in air or vacuum. Well aware of what happens when a dust explosion occurs, the Fuller Co., to prove its safety in handling flour, had several explosive manufacturers make attempts to explode the conveyors' pneumatic system by placing explosive charges in the stream, without success.

There are no places throughout the system where flour may lie dormant, accumulate or coat surfaces where it could deteriorate or serve as a source of infestation.

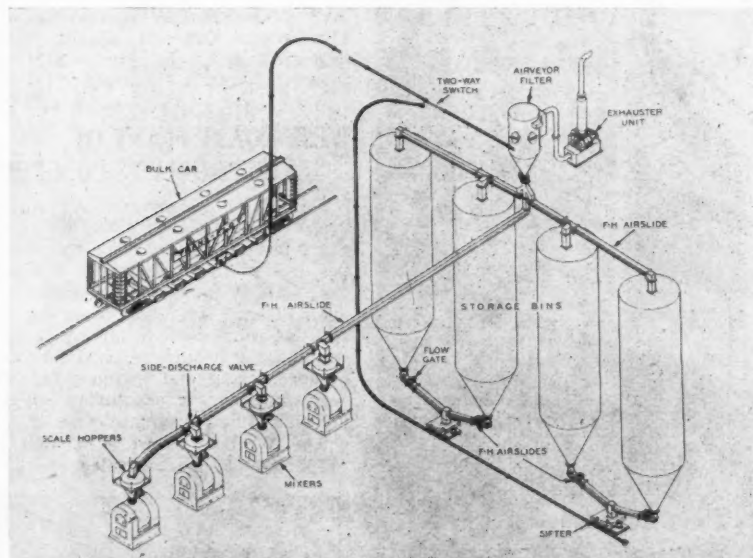
Present figures indicate that a bakery must be able to use a minimum of one car of flour per week for the bulk handling system, to operate economically, the manufacturer reports. The larger the amount of

flour used the greater the savings, it is pointed out.

The new-type car may be leased by the individual baker from the General American Transportation Corp. for the moving of flour from the mill to the bakery.

The "airveyor" pneumatic equipment may be purchased outright from the Fuller Co. by the baker, for handling flour from "Trans-flo" car to storage bins or from car to the mixer.

The most important advantages of the bulk handling system, as cited by the manufacturer, are: "Increasingly important sanitation in transportation, storage and handling within the plant; reduction of labor costs; simplicity in operation; reduced overall handling costs per hundredweight of flour by reducing freight and using remote control electronics instead of manpower to move flour."



SYSTEM DIAGRAMMED—The complete system of bulk flour handling using the "Trans-Flo" rail car and the Fuller "Airveyor" pneumatic system is schematically diagrammed in the illustration above. The flour is moved from the car through a filter to storage bins, where the flour remains until it is moved by a system of "airslides," valves and scale hoppers to the mixers.

Miner - Hillard Milling Co.

WILKES-BARRE, PA.

Manufacturers of
CORN FLOUR - CORN MEAL
CORN SPECIALTIES

Chickasha Milling Co.

Capacity 1500 sacks
CHICKASHA OKLA. Cable Address "Washita"
Manufacturers of High-Grade
Hard Wheat Flour
Foreign and Domestic Trade Solicited
Member Millers' National Federation

Wisconsin Rye Flour

We Specialize in Dark Varieties

FRANK JAEGER MILLING CO.
DANVILLE P.O. Astico WISCONSIN

"Whitewater Flour"

Ground Where the
Best Wheat Is Grown

WHITWATER FLOUR MILLS CO.
Whitewater, Kansas

Specialists in the milling of these FINE BAKERY FLOURS

High Gluten

PICKWICK
WIZARD

Fancy Patent

WHITE CROSS
BLUE SEAL

Standard Patents

SNOW WHITE
SAFE GUARD

High Protein Clear

EXPANDER
COUNTRY CLUB

For Hearth and Italian Breads

SO BIG

WRITE OR WIRE

MINOT FLOUR MILLS

GENERAL OFFICES: MINNEAPOLIS, MINNESOTA



SBA's Scholarships in Baking Win Praise from FSU Official

TALLAHASSEE—Praise for the Southern Bakers Assn. in making 10 scholarships valued at \$400 each for Florida State University qualified students interested in careers of executive and management positions in the baking industry has been given by Dr. Doak S. Campbell, university president.

Dr. Campbell, recognized as one of the South's and nation's educa-

tion leaders, says he feels the generous scholarships provided by the Southern Bakers Assn. will undoubtedly lead to many students considering the prospects of study leading to becoming baking company executives.

Earle Colby, Ambrosia Cake Bakeries, Jacksonville, president of the Southern Bakers Assn., informed Dr. Campbell that the scholarships have

been made available at Florida State University after many colleges and universities over the nation were considered.

"We are greatly honored," Dr. Campbell said, "to be able to meet the requirements of the Southern Bakers Assn. in the award of the scholarships. We consider this confidence and trust placed in our educational institution a direct challenge to obtain the highest type of students for such scholarships."

Dr. J. Frank Dame, dean of the FSU school of business, said interested applicants for the scholarships should contact Dr. Donald E. Lund-

berg of the university's department of hotel and restaurant management, a department of the school of business.

He said conferences with the officials of the Southern Bakers Assn. and Dr. Campbell also developed that in addition to a \$400 grant, tuition would be paid for out-of-state students who qualified for the scholarships.

C. Stuart Broeman, American Bakeries Co., Atlanta, chairman of the joint FSU-SBA fund committee, commended the cooperation of the university and Dr. Campbell in the scholarships program.

Now in his 10th year as FSU president, Dr. Campbell has guided the university from a medium-sized Florida State College for Women with an enrollment of some 1,800 women and less than 200 faculty members when he took over in 1941, to one of the South's leading institutions in the field of higher education with an enrollment of 6,200 men and women and 1,100 faculty and staff.

—BREAD IS THE STAFF OF LIFE—

HOLD CHRISTMAS PARTIES

PITTSBURGH—The Ladies auxiliary of the Retail Master Bakers Association of Western Pennsylvania held its annual Christmas party for the members' children at Teutonia Hall Dec. 10. Serving as Santa Claus was George Robertson, Armour & Co., who distributed 98 stockings filled with presents and candy to the juveniles. Mrs. Paul Mussman, Red Star Yeast & Products Co., was chairman. Mrs. John Knaus, Knaus Bakery, presided at the auxiliary party for members at Royal York earlier in December when cocktails, dinner and an exchange of presents were featured. The chairman was Mrs. Irene Flanagan, J. R. Lloyd Co., assisted by Mrs. Millie Malits, Malits Bakery, Mrs. Wilma Gysegem, Quality Bakery, Charleroi, and Mrs. Catherine Schmitt, Schmitt Bakery.

—BREAD IS THE STAFF OF LIFE—

WEST COAST PLANT OF EKCO PRODUCTS CO. OPENS

CHICAGO—Benjamin A. Ragir, president of Ekco Products Co., Chicago, has announced that the firm's new half-million dollar plant at Whittier, Cal., is ready for occupancy.

Mr. Ragir, who has made an inspection tour of the 52,000 sq. ft. factory, said it would be used for both manufacturing and warehousing. He said that the manufacturing will be primarily "new product."

The Whittier plant is located 12 miles outside Los Angeles.

Twelve words can
sell more bread for you:



Again and again it is shown in store sales, and preference tests, that homemakers favor foods containing milk solids. Prove this to yourself by baking, advertising and promoting bread and rolls containing at least 6% nonfat dry milk solids. Improved appearance, better flavor and greater nutritional appeal of "6% bread" are your keys to greater sales.

Advertise this statement on your wrappers, bands and in your newspaper copy—"each pound contains the nonfat milk solids of seven ounces of milk."

AMERICAN DRY MILK INSTITUTE, Inc. 221 N. LaSalle St. CHICAGO



it's "sew easy" with
Fulton
FULPRINT
COTTON BAGS

From dresses to draperies and from slip covers to sport shirts, it's "sew easy" to convert colorful Fulton Fulprint Cotton bags into useful, decorative, and fashionable household items. When your product is packaged in Fulton Fulprint bags, you can be sure that it will be a print that is "fashion right" for home sewing, for Fulton exercises the most extreme care in selecting prints that are popular with farm families . . . prints that are sought after and in demand! It's really "sew easy" to win more friends for your product the Fulton Fulprint way. Write the factory branch nearest you for full details.



Fulton Fulprint labels of your choice, whether Band label, Spot label, or Butt-Band label, they all soak off easily.

Fulton BAG & COTTON MILLS

Atlanta • St. Louis • Dallas • Kansas City, Kan. • Minneapolis
 Denver • New Orleans • Los Angeles • New York City

Ring

the Baker's

Doorbell

The Ernst Bakery is one of 20 stores in the newly opened Grover Cleveland Shopping Center, Eggertsville, N.Y., suburb of Buffalo.

The sixth Texas branch of the Bowman Biscuit Co. opened in Lubbock recently at 2207 Ave. G under the name of Supreme Bakers Branch. The company was established here as a result of the rapid population growth of Lubbock and its surrounding trade area. The branch is the sixth in Texas since the company opened the first at Amarillo in 1930. Its six branches now employ 113 persons and have an annual payroll of almost \$400,000.

The Service Bakery, Tinley Park, Ill., is building a new bakery for its house-to-house business. It is expected that the new bakery will be completed in December. Fred Fremder is manager of the company.

A new bakery at Cooke Road and N. High St., Columbus, Ohio, will be opened by Mr. and Mrs. J. F. Kennard, who started their first bakery in that city in March, 1925. Modern equipment will be installed in the new store.

The Continental Baking Co. is making alterations at its Toledo, Ohio, plant at 1101 Summit St., at a cost of \$10,000.

Approximately 250 persons attended the grand opening of the new bakery shop conducted by Mr. and Mrs. Elmer Cloe at Charleston, Ill., recently. The Cloes formerly operated a bakery at Casey, Ill., for two years before moving the shop to Charleston.

Dan Moraschi recently opened the Broadway Bakery, 635 Broadway, Vallejo, Cal.

Paul Huy recently opened the Donut Kitchen, 7090 El Cajon Blvd., San Diego.

Siegfried Neuman has opened a new retail bakery, Pauline's Pastries, at 140 Barrington Pl. in Brentwood, Cal.

Fradelis Catering has reopened at 8809 Wilshire Blvd., Beverly Hills.

Ernie Moquin has installed new showcases in his retail bakery at 2054 Santa Fe Ave., Long Beach, Cal.

Aranson & Ohlund are the new operators of the Swedish Home Bakery at 235 N. Garey, Pomona, Cal.

Lou Golden and Lou Bashin are the new owners of the Golden Bakery at 8756 W. Pico, Los Angeles.

Henry D. Trotter has purchased Fenders Bakery, 234 Forest Ave., Laguna Beach, Cal.

Paul Maquh has opened Ann's Bakery, 603 W. Arbor Vitae, Inglewood, Cal.

Charles Pennington has just bought the Sherman Donut Shop in Santa

Barbara, Cal. Mr. Pennington is former production superintendent for Sage's Market in Riverside and for Mrs. Sherman's Donut Kitchen in Los Angeles.

Don Montgomery, owner of the Arkansas Baking Co. at Forrest City, Ark., whose plant was badly damaged

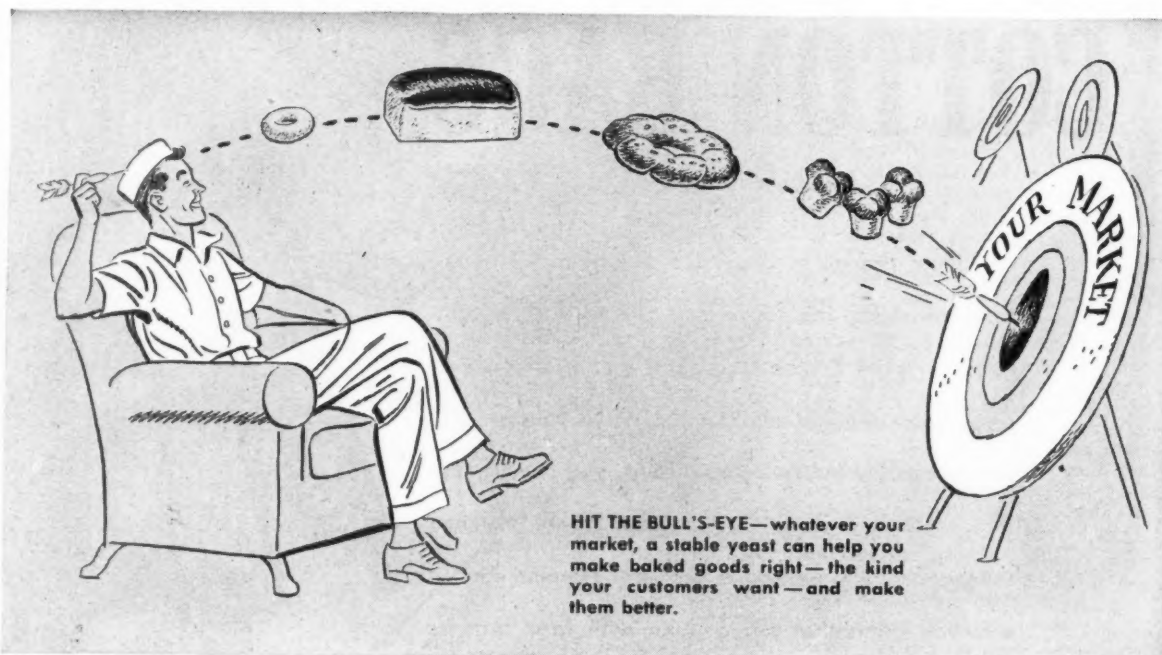
by fire in August, has announced that he will not reopen.

Job Hollinger, owner of the Dixie Cream Donut Shop, now located at 3026 Troost Ave. in Kansas City, has negotiated a lease with Mrs. Anna Maddi for new and larger quarters for part of a new building she is erect-

ing at 7644 Troost Ave. in that city. Mr. Hollinger said the move was being made to enlarge and increase the efficiency of the wholesale division as well as for the establishment of a retail store.

Weingarten's 20-year-old bakery plant at 534 Lockwood, Houston,

A stable yeast gives you the "control"



Fermentation is your business in baking for your market!

There's a well-known American saying that to succeed in business, give the customers what they want. Certainly, it is through following this principle that the baking industry has become America's second largest business in value of products sold. Customers' preferences are the baker's guide.

Preferences in baked products, of course, differ in various areas. Some markets like compact, close-grained baked goods. Other places prefer large, light, spongy products. And preferences elsewhere run the range between these two types.

The same holds true of the kind of products. Maybe your market buys rye bread heavily. Yeast-raised doughnuts may be popular in one area, coffee cake in another.

Fermentation "controls" baking

Whatever your market, you know that with proper fermentation, you can "adjust" your baking to suit your customers' tastes. The right fermentation, too, assures better quality in your baked goods.

To be sure of proper fermentation, you must be sure of the yeast you use—that it is "stable," so standardized that day after day it acts in the dough with uniform vigor, uniform speed.

Fresher products, too

A stable yeast, too, enables you to provide fresher products to your customers. Refrigerated or re-



Fleischmann's

Texas, is being doubled in size as part of a modernization program, Robert Miessler, production manager, has announced. A 13,700 sq. ft. shipping room for bread cooling is being built as is an air-conditioned cake decorating department. Another addition will be a new fermentation room.

The Purity Biscuit Co. of Salt Lake City, has secured a \$30,000 building permit at Pocatello, Idaho, for construction of a Purity warehouse at Harrison and King Sts.

D. D. Waldren is establishing a bakery in Tribune, Kansas, the first

since the Rupe Bakery was closed down there a few years ago. The new bakery will be located in rented quarters in the Simon Fishman Bldg.

Howard Dumond, former owner of the Quality Pastry Shop in Grand Rapids, has purchased the bakeshop in Rockford, Mich., from Ronald Ross.

A new branch store has been opened by Henry's Bakery in the Southport Shopping Center, Elmira, N.Y.

Elimar Ifversen, who operated a

bakery in Northville, Mich., for five years, has purchased and completely renovated the former Climie Northville Bakery.

A business name has been filed in the Erie County clerk's office for Lee's Bakery, 468 Niagara St., Buffalo, by Nicholas Albanese.

A retail bakery has been established at 50th and Shartel, Oklahoma City, by Kimberling's grocery firm.

Construction has started on Purity Biscuit Co.'s Pocatello, Idaho, warehouse, at Harrison and King Sts. The

plant will represent an investment of \$150,000, according to V. A. Tracy, president. The building will be a one-story brick and concrete structure, containing about 9,000 sq. ft. of floor space. Purity maintains at Salt Lake City the only cracker factory between Denver and the Pacific Coast. It employs 300 persons in seven western states. H. J. Tracy is vice president and general manager.

The Greenwood Bakery in Miami, Fla., was badly damaged by fire of undetermined origin recently. Reconstruction plans are under way.

Remodeling of the Holsum Bakery plant at Rolla, Mo., has been completed and most of the new equipment has been installed, according to A. R. Kruse, manager.

The Henrico Bakery, Highland Springs, Va., has been dissolved by the Virginia state corporation commission on request of the stockholders of the firm.

Wilson's Bakery has opened a new shop at 24th and Broadway, Rivera Beach, Fla.

The Royal Bakery, Kelowna, B.C., owned and operated by Doug and Mary Sutherland, has installed a new rotary oven. The firm has also opened a new downtown retail store in Kelowna.

Damages estimated at \$6,000 were caused at the plant of the Venice Bakery, 564 Union St., Vancouver, B.C., recently when a large hot water tank exploded and blew a 12-ft. hole in the building. Peter Battistoni and his brothers, Albert and Armando, own the plant.

Damage estimated at \$10,000 was caused recently to the A. Adler Baking Co., 530 Harrison St., Syracuse, N.Y., when it was swept by fire. The fire was centered in a shed housing ovens at the rear of the building. Quantities of flour stored in the basement were ruined by water, according to Philip Kleinburg, plant manager.

J. W. Stewart has sold the business of Stewart's Bakery, 2515 Main St., Vancouver, B.C., to G. Camenzind and A. Kumin.

Canadian Bakeries, Ltd., is erecting an addition to its plant at 601 W. 10th Ave., Vancouver, B.C.

Burczynski Bakery, Inc., of Buffalo, plans to erect a new bakery and retail store in the Thruway Superplaza now under construction near Buffalo. The bakeshop will measure 20 by 90 ft. and will be air conditioned.

The Albert Cohen Bakery, 1132-34 Broadway, Buffalo, has been granted a building permit to make alterations to its bakery building at an estimated cost of \$25,000.

The Dilley Baking Co., one of the largest baking plants in West Texas, will start operating Feb. 1 in Borger, Texas, according to Irvin Devore, general manager of the plant.

Ray C. France, Springfield, Ohio, who formerly was secretary and general manager of the Springfield (Ohio) Baking Co., has purchased a

(Continued on page 74)

to bake what your customers want

tarded doughs have helped many bakers provide their customers with "oven-fresh" products throughout the day.

It is easier to control refrigerated doughs or retarded doughs when made with a stable yeast.

Controlled fermentation can mean not only fresher products but more efficient operation. Production is geared to meet demands. Often, too, some nighttime baking can be eliminated.

The products you bake depend on controlled fermentation. Stability in yeast helps control fermentation.

Fermentation is Fleischmann's business

In Fleischmann's Distribution,
fast and frequent delivery
gives you yeast with stability

Yeast is a living, perishable thing. Unusually hardy as Fleischmann's is, it's still important that you receive frequent fresh supplies.

How does Fleischmann assure you this? First, with manufacturing plants strategically located throughout the country. Second, with a distribution system that gets yeast to you quickly to assure freshness and strength.

These Fleischmann plants speed yeast shipments, kept under controlled refrigeration, to Fleischmann branches everywhere. Yet, so carefully is the distribution planned, no shipment takes more than 48 hours to reach its destination . . . most take considerably less.

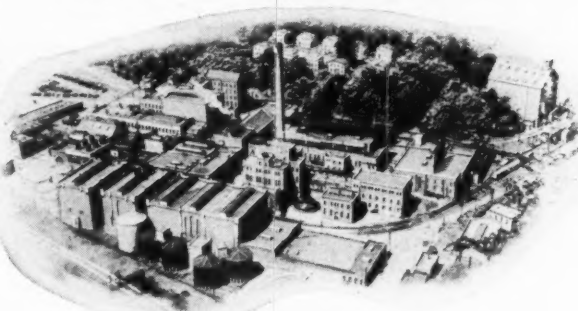
One of Over Five Hundred Fleischmann trucks operating out of Fleischmann distributing branches. Note the "Buy it Baked" seal. This message from the Bakers of America is now being carried to the public as a permanent feature on the vast Fleischmann fleet operating across the nation.



Yeast — always *"busy"* in the dough
NEVER FLASHY...NEVER SLOW

Timing is important

This assures your familiar Fleischmann man that he can deliver yeast to you quickly after its finished manufacture. For with incoming shipments geared to his exact distribution requirements, he controls the time element so all-important with yeast . . . never has to keep a large supply on hand.



World's Largest Yeast Plant, at Peekskill, N. Y. This Fleischmann operation spreads over 65 acres, is laced together with 12 miles of railroad track and two locomotives . . . supplies Fleischmann branches throughout most of the northeastern seaboard.

Fast, frequent distribution from these branches makes it unnecessary for bakers to keep large inventories on hand. Yet Fleischmann men not only deliver the yeast, but, where desired, estimate your needs. Expert yeast handlers themselves, they usually put the yeast in the refrigerator themselves, rotating and spacing it properly for your use.

This distribution and service represent two more of the many facilities of the makers of Fleischmann's Yeast. For over 80 years our every facility and service have been devoted towards safeguarding fermentation—your business and ours.

DO YOU KNOW . . . ?



Here's your chance to test your knowledge on a variety of subjects concerned with the baking industry. There are no encyclopedias for the bright boys, nor dunce caps either. When you have ticked off your answers, turn to page 46 for a check against the correct statements. Each correct answer counts five points. A score of 70 is passing, 80 good, 90 very good.

1. It is not permissible to ship cakes labeled "chocolate" which contain cocoa from one state to another without getting into difficulty. True or false?

2. When using a cooky recipe in which the salt content is not stated, excellent results will be obtained by figuring 1 oz. salt to every 10 lb. dough. True or false?

3. When buttermilk is used in making bread instead of sweet milk, the fermentation is slowed down. True or false?

4. Baking powder in order to meet the U.S. government standard must not yield less than 14% of available carbon dioxide gas. True or false?

5. Frozen eggs may be thawed out rapidly by placing them in warm water or near the ovens or warm radiators, in order to insure the best baking results. True or false?

6. Cupping on the bottom of pan bread may quite often be eliminated by punching three or four small holes

in the bottom of the pans. True or false?

7. Some pastry flour is quite often used in roll and coffee cake doughs to produce a more tender product. True or false?

8. It is not possible to make good angel food cakes using dry albumen. True or false?

9. Puff paste margarine is sometimes used in butter cream icings in warm weather, in order to give it a firmer body. True or false?

10. Powdered buttermilk is usually recommended instead of liquid buttermilk in making devil's food cakes because it is easier to handle. True or false?

11. Frying fat that has been overheated should not be used for frying or in other baked goods such as dark breads or cookies. True or false?

12. To make good cream puffs, it will be found that using egg whites instead of whole eggs will produce very good results. True or false?

13. Milk stocks are used in some cake batters in order to prolong freshness. True or false?

14. In some sponge cakes, a combination of whole eggs and yolks is used, in order to produce a better cake than when whole eggs are used only. True or false?

15. The flavor of rye flour does not deteriorate when it is stored over 90 days. True or false?

16. Almond macaroons may have hollow bottoms due to the use of too much sugar in the mix. True or false?

17. Allspice is a mixture of various spices. True or false?

18. In order to fumigate the bake-shop, sulphur may be used without causing any difficulty. True or false?

19. On an average, the baking loss on bread runs about from 8% to 10%. True or false?

20. When making custard or pumpkin pies, the best results are obtained when the shells are filled as soon as they are made. True or false?

—BREAD IS THE STAFF OF LIFE—

COMMITTEES TAKE SHAPE FOR '3RD BAKERS' FORUM

LOS ANGELES—Bob Shipp, Sugar Products Co., Los Angeles, president, Allied Trades of the Baking Industry of Southern California, has announced the following committee appointments for the 3rd annual Bakers' Forum to be held April 24-25, 1951, at Los Angeles:

Convention chairman, Gordon Merchant, Merck & Co.; James Dougherty, Procter & Gamble, assistant; arrangements, R. M. Brainerd, Moorhead & Co., chairman; Ray Ziegler, Westco Products, Les Hauck, Bevles Co., assistants.

As a result of the success of the luncheon meeting during the Associated Retail Bakers of America convention in Long Beach last June, a similar luncheon will be held at which presentations will be made of awards in the annual bakery foods competition.

Details of the program will be released at an early date.

—BREAD IS THE STAFF OF LIFE— BOWMAN TO BUILD

EL PASO—The Bowman Biscuit Co. of Texas has secured a \$120,000 site for a new home to be constructed at a cost of \$100,000. The company purchased recently six lots in the 2100 block of Wyoming Street as site for its new plant. During the 40 years it has been represented here, it has occupied leased quarters. The local branch was established in 1938.

FAT and WATER won't MIX

● Glass plate coated with lard or other shortening is sprinkled with water. Note how water droplets pull away from the shortening, due to difference in surface tension.



Until You Add HAKO-SHORT!

(EMULSIFIER)

● Glass plate coated with lard or other shortening to which the active emulsifying agent of HAKO-SHORT has been added. Note how the water droplets now flow together over the surface, trying to mix intimately with the shortening



Use HAKO-SHORT in your doughs, and get rapid, thorough emulsifying action between shortening and liquid in the mixer. The resulting thorough distribution of the shortening throughout the dough, with its consequent efficient lubricating action, will produce:

- Smoother, more uniform fermentation.
- Better natural fermentation flavor.
- More finely divided, uniform gas cells.
- Better proofing in the pan.
- Fine, tender, crumb structure.
- Better moisture retention and flavor-freshness of the slice.

Better Bread begins with Hako-Short!



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What Makes It So GOOD ?

1 ✓

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Selection**

2 ✓

**Testing
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Pilot Mill—Bakery**

3 ✓

**Facilities
(Equipment)**

4 ✓

**Milling
Know How**

5 ✓

**Housekeeping
(Pest Controls)**

6 ✓

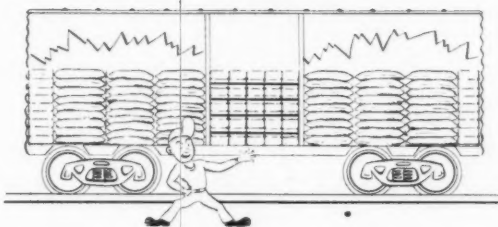
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Handling & Shipping**

7 ✓

**Priceless
Ingredient**

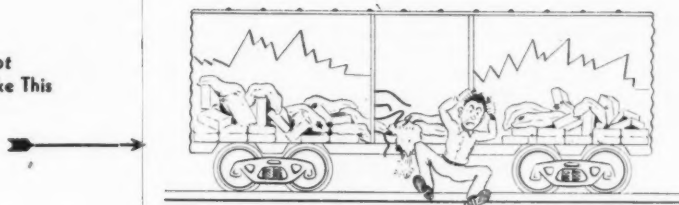
⑥ Service

(Handling & Shipping)



Gooch cars are
loaded to reach
you like this

Not
Like This



This division is under direct control of our most efficient traffic department. "Service" to them is an action packed policy covering packing, loading, and routing. Every precaution within their control is taken to see that your order reaches you on time and in good condition.

GOOCH'S BEST FLOUR

GOMEC
Hard Winter

AKSARBEN
Spring

Needs No Blending to

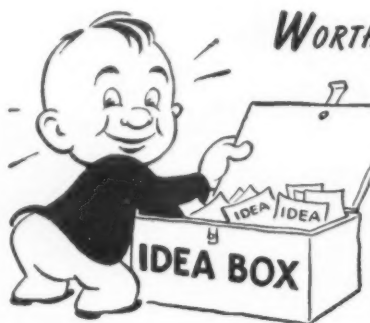
Make GOOD Bread

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The American Baker
118 So. 6th St. Minneapolis, Minn.

No. 390—Swiss Gateaux Designs

A complementary work of the gateaux side of "Swiss Bakery and Confectionery" published by the same firm a year ago, "Swiss Gateaux Designs and Decorations" is intended to cover the elementary groundwork to a wide choice of artistically decorated gateaux prepared for bakers, pastry cooks, and confectioners.

Translated from the Swiss and edited by Walter Bachmann, the book is published by MacLaren & Sons, Ltd., London. It is priced at \$4.50 in the U.S. and Canada.

The contents of the work include a groundwork of design and decoration, ornate and modern border decorations, applications of border decorations, lettering, and instructions for producing gateaux for any occasion, many of which are illustrated.

No. 393—Boilers for Bakeries

The Consolidated Boiler Corp. has announced the development of a series of boilers with specific application to the baking industry. They are known as the Consolidated Process Boilers, and are said to be designed to take over the operation of high and low pressure boilers.

They are designed to operate on present or old type baking equipment, and can furnish three types of steam. It is claimed that all three types of steam can be furnished at the same time or separately.

No. 394—Sanitation Bulletin

In a newly published bulletin, the Alrose Chemical Co. describes its sanitizing and cleansing products for use in the baking industry. It points

out that its quaternary ammonium compounds are powerful germicides, and the bulletin further describes detergents which are manufactured by the company.

No. 395—Butter Product

A new butter product, "emulsified butter shortening," intended principally for use in commercial bakeries, has been announced by Russell Fifer, executive secretary of the American Butter Institute.

The new product contains a minimum of 80% butterfat. Manufacturing processes are approved by the U.S. Food and Drug Administration.

No. 371—Acid Resistant Coating

The Nukem Products Corp. has issued a new booklet describing "Nukemite," its synthetic resin acid and alkali resistant coating. It is said that this product prevents the accumulation of mold and crust formation in wood and metal proofing trays. It is also used for coating wall and floor areas and on machinery and equipment as a protection against the attack of food acids and strong detergents.

No. 397—Sanitary Water Cooler

A new sanitary cooler is designed to furnish 34° F. water for dough mix. Of stainless steel shell-and-tube construction, with a stainless steel reservoir, it contains no coils or closed surfaces, and is dust and vermin proof.

The cooler is delivered as a packaged unit. Connection of refrigerator and power lines is the only installation work required. It can be operated

from single or multiple high side refrigerating equipment, either ammonia or Freon.

The gravity flow of water assures steady, dependable performance; operation is economical because the cooler fills water requirements on the basis of hourly volume instead of volume per draw. This reduces power and equipment costs, and permits large savings in the use of ice formerly needed, it is claimed.

No. 372—Sanitary Motor

A screened, splashproof sanitary motor has been developed by engineers of U.S. Electrical Motors, Inc. The model, Type CP, is equipped with screened ends with the openings located underneath so that water cannot intrude. Use of screened vents permits full ventilation, essential in a horsepower range from 3 to 7½. The new type of motor is fully streamlined, finished in baked white enamel and meets all sanitation codes. Literature is available.

No. 374—Odorless Enamel

The Wilbur & Williams Co. has announced the development of a new enamel for painting over damp surfaces or fresh plaster which is said to be entirely odorless. It is stated that the product, to be known as Odor-Less Dampcoat Enamel, is made without any odor to affect exposed foods and that it is free from irritating fumes. It is supplied in a high-gloss white, and many stains can be washed off. Foods, it is further claimed, may be prepared in the same room while the enamel is being applied without any harmful effects.

No. 330—Night Depository

An after-hours driver's depository has been designed by the Mosler Safe Co. and placed in distribution through its dealers throughout the country. Especially developed for bakeries, breweries, bottling plants, dairies and other companies employing driver salesmen, the new depository provides protection for otherwise vulnerable receipts during the night between the time of the driver's return and the cashier's arrival in the morning. It is equipped with two doors, so constructed that the driver can deposit his receipts through an upper door into a burglar resistant money chest from which they can be removed only through a lower door by the cashier or other employee in possession of the combination.

This depository not only meets insurance companies' requirements entitling it to low cost safe burglary insurance, but it also bears the Underwriters' Laboratories, Inc., approved relocking device Group 1 label providing an additional 10% reduction of premiums.

No. 382—Floor Care

A handbook, "How to Care for Your Floors," is available without charge from S. C. Johnson & Son, Inc. In addition to a pictorial presentation on the correct ways to remedy 16 different types of floor ailments, it contains step-by-step instructions for the normal maintenance of practically every type floor and floor covering.

Among the common floor care problems discussed in the booklet are cracking, curling, drying out of rubber tile, wax pile up on all types of floors, tackiness, lack of water resist-



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from farm
to you

DAIRYLEA
(NON-FAT)

DRY MILK SOLIDS
for better bread

— USE AT LEAST 6% —

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Manufacture Kiln-Dried
WHITE CORN PRODUCTS

Capacity, 10,000 Bushels

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High Grade Michigan Soft Wheat
Flour, Plain and Self-Rising

Successful Millers for Fifty Years
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**A SUCCESSFUL DONUT
BUSINESS CALLS FOR THE
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393 Seventh Avenue New York 1, N. Y.

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MILLERS OF

High Grade Soft Winter Wheat Flour
Plain and Self-Rising

LIGONIER, IND. NORFOLK, VA.

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Please send me information on the following items (circle numbers)

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|---------------------------|-----------------------------|
| No. 330—Night Depository | No. 390—Gateaux Designs |
| No. 371—Resistant Coating | No. 393—Boilers |
| No. 372—Sanitary Motor | No. 394—Sanitation Bulletin |
| No. 374—Odorless Enamel | No. 395—Butter Product |
| No. 375—Sanitary Pump | No. 397—Water Cooler |
| No. 382—Floor Care | |

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COMPANY

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Fresh Flavor



White to dark—a type for every purpose
... Also RY-BLEN-DO—a blend of Pillsbury's
choice Rye Flours and strongest Northwest
Clear.

If you have ever tasted sweet corn that went into the kettle just a few moments after it was picked, you're not likely to forget its full, fresh flavor.

Rye flour, too, is at its best when fresh. And that's a good reason for getting your rye flour from Pillsbury. Thanks to efficient distribution, careful handling, and rapid turnover, Pillsbury's Rye Flours reach you while their fine rye flavor is at its peak.

If your aim is to make the best-tasting loaf of rye bread in town, here's your flour!

Pillsbury's Rye Flours

PILLSBURY MILLS, Inc.

General Offices:

Minneapolis 2, Minn.

ance, oil soaking on wood floors and yellowing of terrazzo. Each case receives individual treatment in the form of separate pictures of the malady and individual cures.

The new booklet handbook can be obtained without cost from the Johnson firm.

No. 375—Sanitary Pump

The Waterous Co. has developed a sanitary pump which is said to meet all 3A sanitary code requirements and which is being used successfully to pump milk and milk products and

other liquid foods or chemicals which must be handled on a sanitary basis. High or low temperature, thin or viscous liquids and semisolids can be handled with ease.

The company points out that such products as cake batters and yeast chemicals may be handled with the pump.

—BREAD IS THE STAFF OF LIFE—

PAPER ON DOUGHNUTS

CHICAGO—One of the subjects discussed at the 1950 annual meeting of the American Society of Bakery Engineers was mechanical production of yeast raised doughnuts by

Ernest J. Roth, Joe Lowe Co., New York. This paper, in the form of a six-page mimeographed bulletin has just been released to the membership. The paper by Mr. Roth discusses equipment needed, type of dough required, the variety of doughnuts to be made, and the procedures for making them, including the methods used and the effect of the method on the resulting doughnuts. Included in the paper also is a typical glaze formula for glazing doughnuts and several layouts for the set-up of equipment to produce doughnuts in volume, each layout being adapted to a specific production re-

quirement. Copy of the six-page bulletin will be sent on request to the Secretary, Victor E. Marx, Room 1354, La Salle Wacker Bldg., 121 West Wacker Dr., Chicago 1, if a 6¢ stamped, addressed, long envelope is enclosed.

—BREAD IS THE STAFF OF LIFE—

PITTSBURGH PRODUCTION

MEN HEAR C. H. BARTHEL

PITTSBURGH—The Greater Pittsburgh Production Men's Club recently held an "eat-all-you-can evening" dinner with Jules J. Bauer, Stollings Co., Glassport, as chairman. Gustave Wilde, Wilde Bakery, presided, as Andrew Slezak, Lincoln Bakery, Bellevue, president, was confined to a hospital with a cold.

"Holiday Baked Goods" was the topic discussed by Carl H. Barthel, technical research director, National Yeast Co., Chicago. Mr. Barthel, for exhibition and sampling, prepared at South Vocational School, aided by Paul Eberly, district manager, and Harold L. Cronemiller, branch manager, National Yeast Co., a large variety of baked sweet goods for holiday special attractions.

A book of formulas was presented to all present and many of them, used by bakers in foreign lands 50 years ago, caused many questions about mixing and baking when samples were tested. Hitzelbrod, to be used with wine at Christmas time, and many others were especially attractive. Mr. Barthel urged bakers to "use a variety of shapes and icings and new formulas from old bakers' best holiday items, to attract permanent new customers during the holiday season."

David K. Hyland, Zotter Bakery, McKeesport, and Michael Zatarian, a bakery student at South Vocational School, were welcomed as new members.

—BREAD IS THE STAFF OF LIFE—

J. FRANK REES NAMED BY

SOUTHERN ALLIED GROUP

ATLANTA—J. Frank Rees, Brown-Rogers-Dixon Co., Atlanta, has been elevated to the post of president of the Southern Bakers Allied Assn., succeeding S. Fred Brown, who has left the allied ranks to join H. H. Claussen's Sons, Inc., Augusta, Ga., as general advertising and sales promotion manager.

Mr. Rees was named vice president of the allied group last April, when Mr. Brown was elected president. He will fill out the term until the next election, to be held during the 1951 Southern Bakers Assn. convention in Palm Beach next May.

—BREAD IS THE STAFF OF LIFE—

WEST VIRGINIA BAKERS

PLAN JULY CONVENTION

CHARLESTON, W. VA.—The West Virginia Bakers Assn. will hold its 13th annual convention at the Greenbrier Hotel, White Sulphur Springs, W. Va., July 29-31, 1951, according to a recent announcement by Edward R. Johnson, 611 Pennsylvania Ave., Charleston 2, W. Va., the association's executive secretary.

—BREAD IS THE STAFF OF LIFE—

APPOINTED SALES AGENT

NEW YORK—Joseph Morningstar, president of Morningstar, Nicol, Inc., New York, has announced that Claude H. Detweiler, president of the Magic Valley Processing Co., Twin Falls, Idaho, has appointed Morningstar, Nicol, Inc., exclusive sales agents for the Magic Valley Processing Co., manufacturer of potato starch.



Service Direct!

You Profit by Service Direct

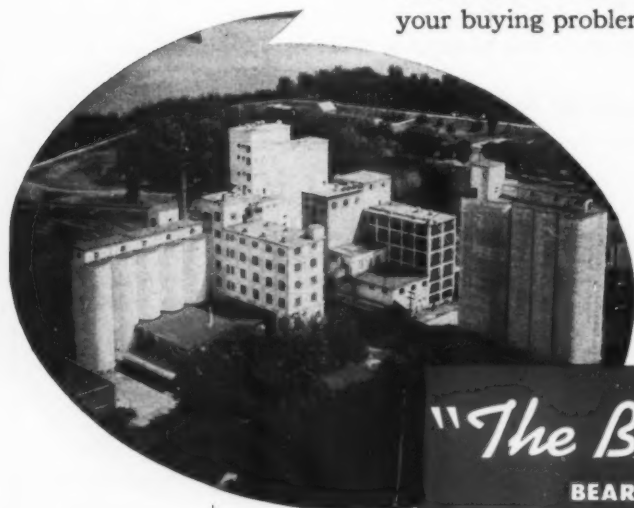
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You receive direct, personal attention from top level management. No divided responsibility . . . no time wasting delays . . . your purchases are confirmed instantly . . . your shipments are speeded.

Our *specialty* is milling uniform, high quality flours for the Commercial Baker. We concentrate on making a few items *well* . . . a policy that helps us do a better job for you.

All your flour needs can be supplied from this one dependable source . . . helps reduce your inventory, simplifies your buying problems.

We invite you to investigate the advantages of our central location, complete range of flours, and direct, specialized service for ALL your flour needs.



"The Beardstown Mills"

BEARDSTOWN,

ILLINOIS

Quality Flours Since 1875

SPRING WHEAT FLOURS

HARD WHEAT FLOURS

SOFT WHEAT FLOURS

Confidence...

...BASED ON PAST
PERFORMANCE



CONFIDENCE IN ...
MAXIMUM GLUTEN HYDRATION
BETTER MACHINING DOUGHS

WITH

Paniplus

THE PANIPLUS COMPANY • 742 BOARD OF TRADE • KANSAS CITY 6, MO.

ANSWERS TO "DO YOU KNOW?"

Questions on page 40

1. **True.** The U.S. government requires that baked products labeled "chocolate" must contain chocolate and not cocoa.

2. **True.** If the recipe contains butter, it would be necessary to figure that the butter contains about $\frac{1}{2}$ oz. a pound.

3. **False.** The fermentation is speeded up due to the lactic acid in the buttermilk.

4. **False.** The government standard reads as follows: Baking powder is the leavening agent produced by the mixing of an acid reacting material and sodium bicarbonate with or without starch or flour. It yields not less than 12% of available carbon dioxide.

5. **False.** Frozen eggs should be thawed out gradually. It is generally recommended that the containers be placed in a tank with cold running water. The tank should be equipped with a cold water inlet and an outlet. The eggs should be thoroughly

mixed by stirring after they have been defrosted.

6. **True.** It has been found that this procedure quite often eliminates this difficulty.

7. **True.** The protein content of a pastry flour is lower than a hard winter wheat or spring wheat flour.

8. **False.** When the dried albumen has been properly manufactured, we have found that very good results were obtained.

9. **True.** Butter has a melting point of about 85-88° F. while puff paste margarine has about a melting point of 112-115° F. The higher melting

BAKING FIRM TO BUILD PLANT IN ISRAEL

CINCINNATI—Bernard Manischewitz, president of the B. Manischewitz Co., told stockholders at the firm's annual meeting here recently, that the concern intends to construct a plant in Israel to cost about \$500,000. He said his firm would be the first American-backed concern in Israel. The purpose of the new plant will be to supply Israel and European countries with Matzos.

point of the margarine would give the icing a firmer body.

10. **False.** The main reason for using powdered buttermilk in devil food cakes is because the acidity is controlled by the manufacturer. This insures more uniform results in the finished cakes. Liquid buttermilk may vary considerably in lactic acid content.

11. **True.** It should be sold to a soap manufacturer as it is not satisfactory for either frying or baking purposes. If it is used, the flavor of the products in which it is used will be inferior due to the flavor of the fat having been damaged by overheating.

12. **False.** Results obtained by using egg whites instead of whole eggs have not been very satisfactory.

13. **True.** Milk stocks are often advantageous from this standpoint. However, they must be used in the right quantity and be well prepared. After cooking they should be cooled rapidly and kept under refrigeration, as they are subject to rapid spoiling, rendering them worthless for cake making. Best results are obtained by making these stocks fresh each day.

14. **True.** Yolks contain approximately 33% fat, while whole eggs contain about 10% fat. This higher fat content will produce a more tender and shorter cake. The crumb color will also be improved, having a richer yellow color.

15. **False.** The general opinion is that rye flour should not be stored over 90 days but should be used as soon as possible.

16. **False.** Too soft a mix is generally the cause for macaroons having hollow bottoms.

17. **False.** Allspice is the fruit or berry of the pimento, so named in allusion to its flavor being supposed to combine the flavors of other spices.

18. **False.** Sulphur causes damage to flour and other ingredients. It will also attack metals, causing damage to machinery and equipment.

19. **True.** These figures are generally considered correct, however, in some instances due to varying conditions, they will run as high as 14%.

20. **False.** The shells should be made from 10 to 24 hours in advance and allowed to dry. This will decrease the tendency for the crust to be soggy.

—BREAD IS THE STAFF OF LIFE—

GEORGE LOCKE ADDRESSES LOS ANGELES RETAILERS

LOS ANGELES—The success story of George Locke, one of America's leading independent retail bakers, was told last month at the joint meeting of the local chapter of the American Society of Bakery Engineers and the Master Bakers Retail Association of Los Angeles County, attended by about 150 persons.

The story was told by Mr. Locke

There's a tremendous sales and profit potential in Brown 'n Serve. The way to fully realize this potential is to make sure of the goodness of the product—then keep it good and attractive through proper packaging.

Experience has taught that *laminated* packages are highly desirable for Brown 'n Serve products for three very important reasons: 1. Greaseproof-moistureproof protection 2. Sturdy, rigid construction 3. Attractive appearance.

Competition on Brown 'n Serve means that you must make it good, package it properly, price it right, and sell it enthusiastically.



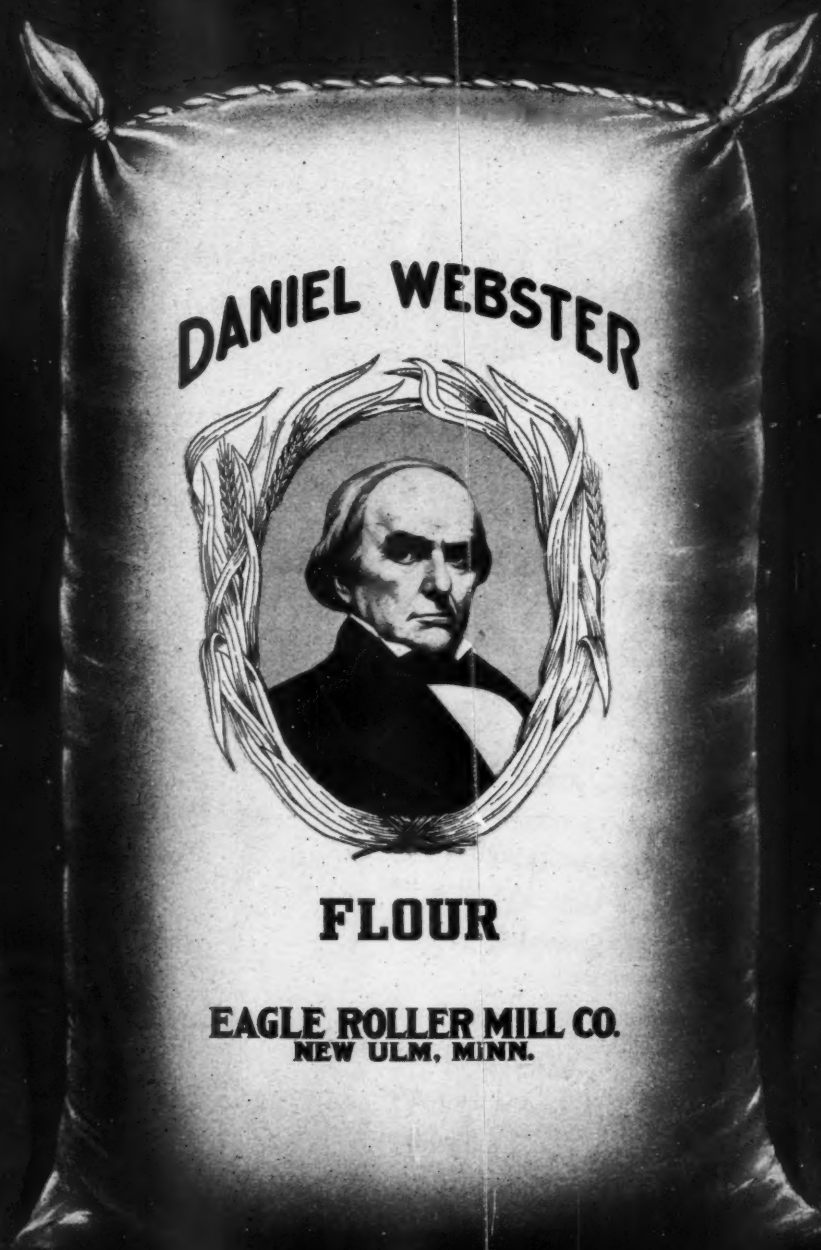
111 WEST WASHINGTON STREET • CHICAGO 3, ILLINOIS

MEMBERS OF THE LAMINATED BAKERY PACKAGE RESEARCH COUNCIL

Chicago Carton Company, Chicago, Illinois

Container Corporation of America, Chicago, Illinois
Sutherland Paper Company, Kalamazoo, Michigan

Marathon Corporation, Menasha, Wisconsin



*Milled with infinite care and skill
from premium wheat. Outstanding among
the country's finest flours.*



Eagle ROLLER MILL COMPANY

Since 1856

NEW ULM, MINNESOTA

UNIFORMITY is the Answer

PRECISION MILLING MEANS PRECISION BAKING

Chances are you, too, have discovered that a quality product is the surest . . . and cheapest . . . way of competing for the consumer's food dollar.

To assure you of quality baked goods, Midland Flours are milled in accordance with precision techniques. From preliminary crop surveys through actual milling processes, *scientific* controls eliminate all guess work and chance . . . assure you of absolutely uniform baking results.

Because there can be no compromise with Midland's precision standards, you obtain greater production savings and baked goods with increased sales appeal.

It's just good business to use precision-milled flours by Midland.



Town Crier
FLOUR

PRECISION-MILLED FLOURS BY

THE MIDLAND FLOUR MILLING COMPANY
NORTH KANSAS CITY, MO.

himself, the dynamic personality behind Locke's Bakery in Fresno, Cal., whose 20 salesgirls ring up more than \$3,000 in a good day's business.

"Never overlook a bet in promotion or merchandising," Mr. Locke counseled. In addition to a radio show, heavy newspaper lineage, and direct mail, every opportunity is used to push Locke's Bakery. He cited as an example the plight of the raisin growers' association at the state fair, which could not attract much attention to its exhibit. Mr. Locke said that he suggested his shop bake the "world's biggest raisin pie." He baked a pie 5 ft. in diameter. It made newspapers throughout central California and crowds began to throng to this display. And, incidentally, the sale of raisin pies boomed at Locke's Bakery.

A surprising fact about Mr. Locke's go-getter promotion is that he follows the strict rule of never mentioning price. The theme of his merchandising program is that his bakery shop has the best in town. People respond to this appeal to their desire for quality. Price becomes incidental, he said, when quality is stressed.

Another peculiar point of his business policy is to remodel his store every two years. Mr. Locke said that was one of the greatest business stimulants he had found. Remodeling dramatizes to the buying public that his shop is up-and-coming and modern in every respect.

He emphasized, too, the importance of training salesgirls on the technique of handling customers. He detailed his cost analysis system.

Arthur Van de Kamp, Van de Kamp's Holland Dutch Bakeries, one of the scheduled speakers, was excused from an appearance when he was notified that his wife was about to have a baby. The Van de Kamp film for sales training was shown.

Carl Pickering, Mrs. Conklin's Bakery, San Diego, gave a short talk on merchandising matters in terms of the experiences of his plant in its house-to-house operation.

—BREAD IS THE STAFF OF LIFE—

Value of Florida's Baking Industry Shown in Report

TALLAHASSEE — The Florida State Chamber of Commerce has issued a report on Florida bakeries which states that approximately \$35,000,000 annually is produced in breads, cakes, cookies, crackers, pies and pastries.

Some 3,400 employees are employed in the 91 commercial establishments, with an annual payroll of \$8,500,000. During the past decade the value of bakery and related products has increased about 130%.

The Florida bakery plants include 46 which sell primarily to grocers; 28 which sell most of their products to hotels, restaurants and institutions; 11 plants which own their own chain of retail outlets and six plants of other types.

—BREAD IS THE STAFF OF LIFE—

2 VERMONT PAPER FIRMS MERGE WITH DOBECKMUN

BENNINGTON, VT.—Two Vermont paper companies have merged with the Dobeckmun Co. of Cleveland.

The Vermont concerns—Ben-Mont, Inc., of Bennington, and Adams Paper Co. of Wells River—will keep their identities and be branches of the Ohio company.

Some of Dobeckmun's cellophane and wrapping business will be sent here.

Pennsylvania Newspaper Pays Tribute to the "Staff of Life"

ERIE, PA.—The baking industry here was paid tribute recently when a full page of the Erie Sunday Times was devoted to an informative article on the production of bread.

The article, based on the operations of the Firsch Baking Co., Erie, told the story of bread—from the raw materials that go into each loaf until it reaches the shelves of the neighborhood bakery or grocery.

Entitled "The Streamlined Staff of

Life," the article tells the public that "Bread—the staff of life and staple item on every dining table—is perhaps the oldest food essential to man's well-being."

The story was arranged by John Dwyer of the Firsch Baking Co. A similar article appeared in the June 29, 1950, issue of the Chicago Daily News.

Descriptively illustrated with photographs, the story minutely explains

the ingredients, machinery and various intricate steps used in the preparation of the seemingly simple loaf of bread.

Reprints of the article have been sent to all Bakers of America Program members with the suggestion that they attempt to place such an article extolling bread in their own community newspaper.

—BREAD IS THE STAFF OF LIFE—
REPRESENTATIVE NAMED

NEW YORK—Oliver W. Meyer has been appointed exclusive factory representative in six southern states, for Dutchess Bakers Machinery Co., according to Peter A. Butler, general sales manager of the company.

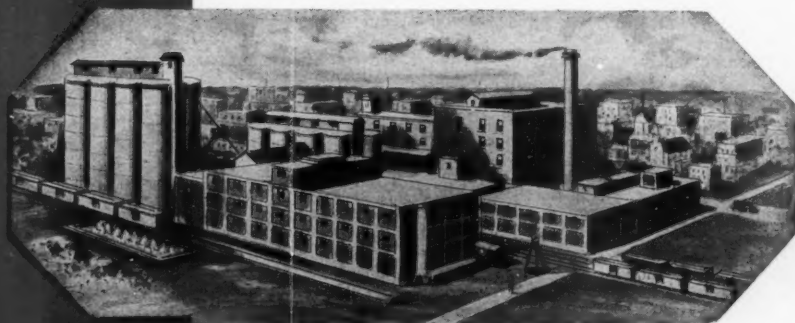
DEPENDABLE

All the Time

Rex

Charm

The quality of REX and CHARM flours is always dependable . . . and there is a reason, or rather several reasons. One of the most important of these is the excellent location of our mills in the St. Louis district, which enables us to take maximum advantage of Nature's variations in wheat production all the way from southern Kansas to the Canadian border. We can always pick the best in building a wheat mix that will produce exactly the baking qualities desired.



J. F. Imbs Milling Co.
420 MERCHANTS EXCHANGE
ST. LOUIS, MO.

Sales Planning

(Continued from page 27)

the product perfectly in what we thought was a very attractive package. The idea was good and the package was excellent. But, unfortunately, it violated Rule No. 2—the cakes inside the packages didn't sell. Immediate investigation showed the reason why. The customers couldn't see the products. Nowadays people must see what they buy.

Getting back to Rule No. 1—"Don't sell what the production department can't make"—there is a constant threat of its violation in the sales department's demand for week-end specials. This is a situation which cannot be entirely corrected by mutual understanding but if sales recognizes the problems involved in such week-end features, their demands will be a great deal more reasonable.

For example, if such features require three-shift production Thursday and Friday—leaving less than enough work for one shift on the following Monday—those week-end

selling triumphs may be much less profitable than the sales department believes.

Cost Figures Needed

Here, of course, is where accurate, up-to-the-minute, production costs of every item made are absolutely essential. It is impossible to settle an argument between sales and production on a major issue such as this with anything less than cold dollars and cents. In fact, that is true of practically all arguments between the two departments.

If one of production's prize babies

fails to sell—or fails to sell at a profit—that fact should be made known immediately. If it costs more to produce a sales department baby than it is worth, that fact should be immediately available. Personal opinions and comparisons with competition aren't worth a thing. The accurate answers to the questions—"Did it sell?" "Did it make a profit?" "Did it maintain our standard of quality?"—are the only answers that should be given consideration.

I realize that there are some sales managers who will dispute this statement on the grounds that in certain situations it is necessary to meet competition regardless of profit and/or quality. But from a long-range point of view, I do not believe this to be true.

In my sincere opinion, the major competition we bakers face today is not from one another, but from other foods. I know this is being widely stated as a fact, but I don't believe it is widely accepted as a fact. Yet, if we will only take the time to think it through, we will see that it is true.

Because of the comparatively low cost of baked products, we must sell in large volume. Which means, that the average consumer must eat a comparatively large amount of baked products. But as we all have heard, the average consumer has a stomach capacity of only 32 oz., and I would much prefer to have him or her devote a large part of that capacity to my competitor's products than to some other foods.

So long as the average consumer prefers toast to cereal, or cake to ice cream, I'll get my share of those 32 oz. Or I don't belong in the baking business. That is why the baker who produces inferior baked goods to meet bakery competition is committing an economic crime against himself and his industry. That is why both sales and production should be taught to agree that "quality" comes first, no matter what the momentary pressure may be.

Planning Conference

Assuming that this is agreed, and that both sales and production have some understanding of one another's problems, the planning conference can become a civilized, judicious weighing of known and constant factors, rather than a clash of personalities and a struggle between wills. The production manager ceases to function as a wild-eyed optimist or as a "it-can't-be-done" pessimist and becomes a reasonable realist. He gives the sales manager his week-end specials, but only in the quantity which is profitable when checked against the cost of labor involved. He gives the sales manager his angel food coconut bars in a quantity that will not tie up his facilities. If sales asks for two red-hot items and he knows he can run only one, he gives sales a choice of the one that is hottest, and suggests that he can run the other the following week. And he leaves himself a little leeway in case he has to slip in an item to meet future competition.

In other words, the planning conference is spent in a discussion of ways and means of producing the best possible products at the best possible price, rather than in a discussion of what can't possibly be done, or what competition is doing or plans to do.

It must be remembered, however, that this sweetly reasonable state of affairs can only be brought down to the conference table when sales and production are equally armed with accurate, up-to-the-minute facts and figures on past and present sales, profits or losses and production costs.



Would Your Pans Pass Your Wife's Inspection?

Seeing grease-encrusted baking pans just once would be bad enough, but learning that these same greasy pans are used over and over without cleaning would do more than bring down a tirade from your wife or anybody else's — it would create a distaste for bread . . . and remember, wives are your customers.

Root out this trouble by using DC Pan Glaze. Easy and inexpensive, it keeps pans clean, thereby maintaining a high order of cleanliness in your entire shop. It never gives

off smoke or leaves a charred residue, never wipes off on uniforms or equipment, and never turns rancid.

One application gives instant release for over a hundred bakes — even for automatic dumping.

Let the little woman talk all she wants about her own spotless kitchen. With DC Pan Glaze, you can show her what a professional means when he says *clean!*

For more information, call the Bakery Service Representative in your area.



DC Pan Glaze

HELPS KEEP BAKERIES CLEANER

PG 50-4



DOW CORNING CORPORATION, Midland, Michigan

PERMASLIP the New Dow Corning Silicone release agent for heat-sealing equipment.
• PREVENTS STICKING of waxed paper or plastic film.
• PREVENTS BUILD-UP
• EASY TO APPLY
• ECONOMICAL TO USE
PERMASLIP available in 2 oz. tubes from your Bakery Supply House or Paper Jobber.



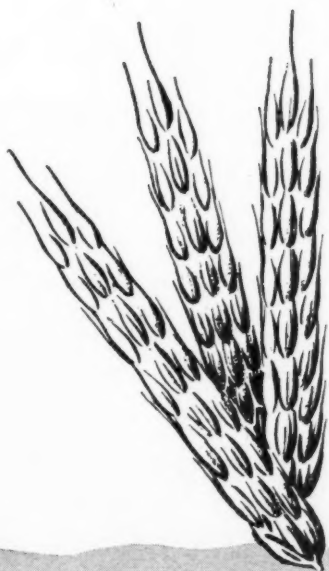
• ATLANTA.....	1343 Spring St., N. W.—Atwood 9011
• CHICAGO 1.....	228 North LaSalle Street—Franklin 2-4945
• CLEVELAND 13.....	2215 Terminal Tower—Cherry 1-0590
• DALLAS 1.....	2722 Taylor Street—Prospect 7-2336
• LOS ANGELES 15.....	1514 South Hope Street—Richmond 7-0338
• NEW YORK 1.....	5718 Empire State Bldg.—Longacre 4-4730
• WASHINGTON 5, D. C.....	711-14th Street, N. W.—National 8336
CANADA Fibreglas Canada Ltd. 1200 Bay Street, Toronto	
GREAT BRITAIN The Antelope Company 49 Park Lane, London, W. 1	

*Four
separate milling units
at the same location*

4

**...to serve
bakers with**

- 1 SPRING AND HARD
WINTER WHEAT FLOURS**
- 2 SOFT WHEAT FLOUR FOR
CAKES, COOKIES, CRACKERS**
- 3 RYE FLOURS**
- 4 WHOLE WHEAT FLOURS**



*F*ROM the heart of the major producing areas, wheat flows to CHICAGO, the world's largest terminal market. Situated as we are, we can always choose the finest. Such selection allows us to offer a complete line of flours to suit all bakery needs.

B. A. ECKHART MILLING CO.

CHICAGO, ILLINOIS

Sales representation in: BOSTON, NEW YORK, PHILADELPHIA, BALTIMORE, STAUNTON—VIRGINIA, ATLANTA—GA., AUGUSTA, GA., JACKSONVILLE—FLORIDA, GENEVA—NEW YORK, HARRISBURG—PA., PITTSBURGH, PA., DETROIT, CLEVELAND, COLUMBUS, FORT WAYNE—INDIANA, MILWAUKEE, CHICAGO, ST. LOUIS—MISSOURI, NASHVILLE, MOBILE—ALABAMA, NEW ORLEANS

Food Poisoning Problems to Be Discussed at AIB Pie Course

CHICAGO—Equipment and processing methods required to assure the safety of various cream and custard filled pies will be emphasized in the three-week special short course on pie to be given Jan. 28-Feb. 16 by the American Institute School of Baking.

The course is designed to instruct in the basic principles which will enable bakers to solve problems of

food poisoning often associated with such pies.

Improved methods of pie production, including crusts, fruit as well as soft fillings and toppings will be demonstrated in the school bake-shops by members of the staff and specialists from within the industry and from the allied trades. The schedule includes actual participation in bakeshop practice, laboratory

experimentation, lectures and demonstrations. Highlights of human relations, general sanitation, maintenance and labor relations also will be stressed.

Registrations for the short course in pie are now being accepted. Full particulars and copies of the schedule may be secured by writing The American Institute School of Baking, 400 E. Ontario St., Chicago 11, Ill.

—BREAD IS THE STAFF OF LIFE—

DISTRIBUTOR APPOINTED

LOS ANGELES—Al C. Bullins, operating the Bulner Sales Co., Burbank, Cal., has been appointed exclusive distributor for the Freiman

cookie cutter and will handle all sales of both machines and parts. Mr. Bullins, a graduate of the American Institute School of Baking, has been manufacturer's representative for Master Bakeware Products Co., Inc., El Monte, Cal.



Back in the cold days of February, a certain girl dismissed her sweetheart with the flat statement that she could not think of marrying him until he had a few thousand dollars. Last week with the world in bloom, he reappeared. "How much," she asked him, "do you have saved up?" "Thirty-five dollars." "Well," she said, "I guess that's near enough."

Two ex-G.I.'s were discussing the forthcoming marriage of a buddy. "He's getting a wonderfully accomplished girl," said one of them. "She can swim, ride, dance, drive a car, and pilot a plane—she's a real all-around girl."

"Yes, they should get along fine," observed the other. "You remember, Ben learned to cook in the army."

After reviving the patient the doctor asked, "How did you happen to take that poison? Didn't you see the word 'poison' on the label?" "Yeah, I saw it, but I didn't believe it."

"Why not?" "Because right under the word 'poison' was another word in bigger letters that said 'Iye'."

Young and inexperienced father (looking at the triplets the nurse had just brought out): "We'll take the one in the middle."

The manager of a radio station addresses this simple letter to delinquent clients:

"Dear Mr.—: Will you please send us the name of a good lawyer in your community? We may have to sue you. Yours very truly . . ."

The young man was rather shy, and after she had thrown her arms around him and kissed him for bringing her a bouquet of flowers, he jumped and grabbed his hat.

"Oh, don't go," she said, "I didn't mean to offend you."

"I'm not offended," he replied. "I'm going for more flowers."

"I think," said the wife, "that men should wear something to show they are married."

"Well," replied the husband, "what about their shiny suits?"

Barber (looking at the young man's sleek hair): "Do you want it cut, or shall I just change the oil?"

Cannibal cook: "Shall I boil the missionary, boss?"

Cannibal chief: "Don't be silly, that is a friar."



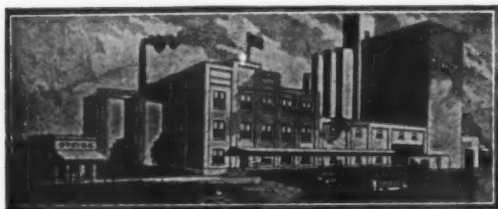
FLOUR FOR PERFECT BAKING



ANOTHER GREAT FLOUR

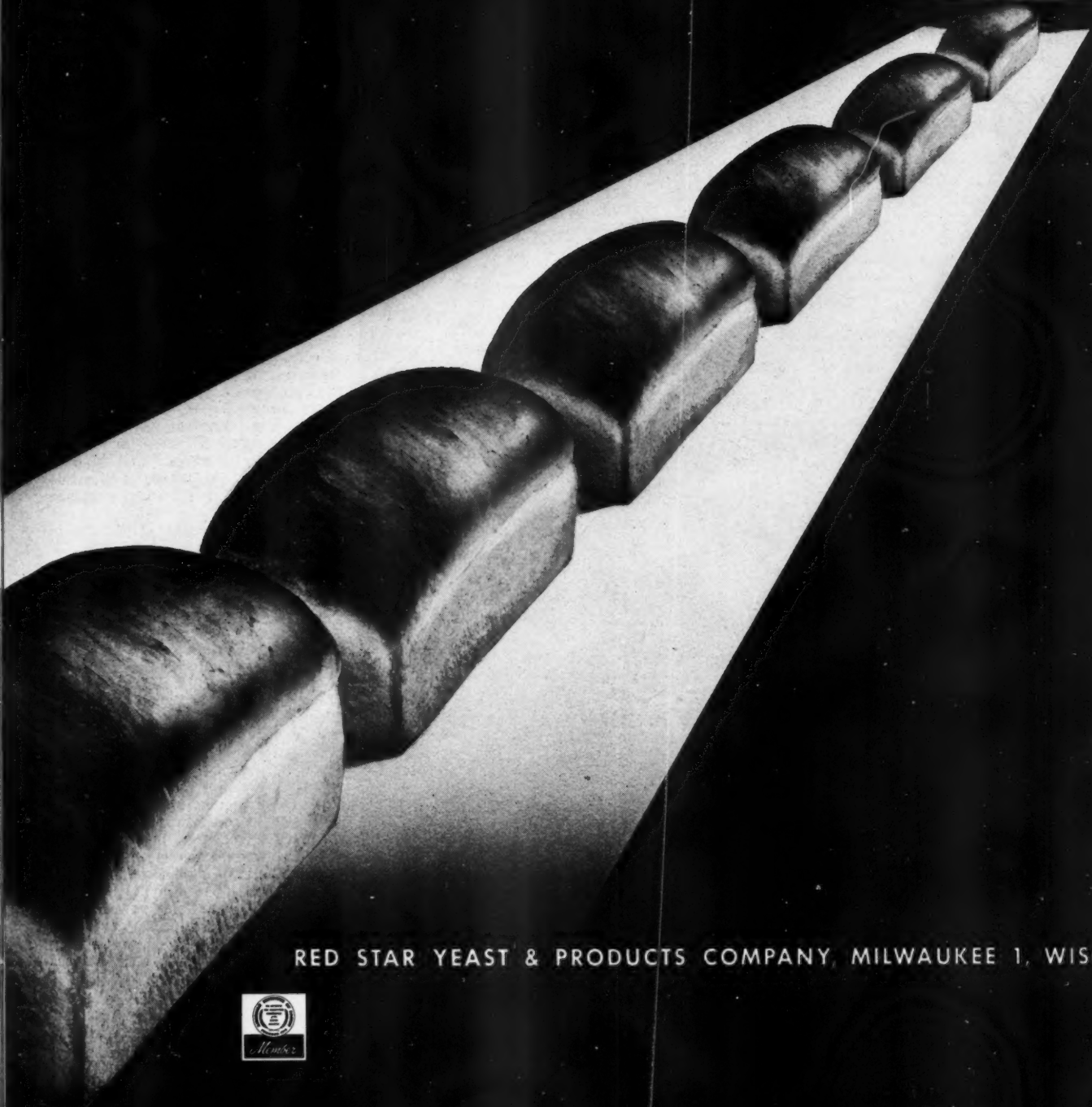
IT TAKES many things, all put together, to make a quality flour . . . wheat, buildings, machinery and dozens of other things. All are important. But they could not produce an excellent product without the desire of the miller to do so. That's why we are so proud of our long record of more than 70 years of the finest quality.

THE HUNTER MILLING CO.
WELLINGTON, KANSAS



ONLY THE HUNTER MILLS BETWEEN THE WHEAT FIELD AND YOUR BAKERY

Accepted....



RED STAR YEAST & PRODUCTS COMPANY, MILWAUKEE 1, WISCONSIN



V
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XU

Dorothy Glenn

(Continued from page 31)

that all other baked goods are "holding the line" also.

Help Protect the Budget

Mrs. Homemaker is conscious of her food budget, especially conscious of it during these days of inflation talk. She is wary of spending her budget on unnecessarily high priced goods. You can protect your interest in that budget by telling the shoppers your story.

Perhaps you will find a few consumers who say, "with the cost of everything up, then I must cut down on everything." You can combat these thoughts by figures on income. Let's take the state of Illinois for example. (Comparable figures may be obtained for your state, and possibly your locality from your state department of labor.) In 1935, the average hourly earnings for both sexes in manufacturing industries in Illinois was 59¢ per hour. In 1942 it had risen to 87¢ and in July, 1950, it had gone to \$1.51 an hour. This serves as a typical example of increased income.

For continued volume and profit, we must utilize every method to keep baked goods ever in the thoughts of consumers. We must make them want baked goods, and want them for several reasons.

First, we must appeal to their enjoyment of baked goods. Everyone likes some kind of bread, pie, cake or cookie. Then, we must give them goods that are high quality, flavorful, and as much like homemade as possible. We can bring back fond memories of "old fashioned sour cream spice cake" for example. Tempt the consumer and arouse his curiosity. Then, satisfy his desires with

the best goods that you can make.

Then, we can make the consumer want baked goods by stressing the facts we have just presented. Baked goods are important items in every home, and they need not be eliminated when we know that they are one of the few comparative low cost foods available.

Your profit and your continued volume depends upon keeping the consumer coming into your shop. Mr. and Mrs. Consumer want to come in, for they are in the habit of using baked goods often. Give them the foods they want and a reason for continued purchases and you'll find they'll buy. Frequently the only thing we need to make a decision is this sound, basic "reason."

—BREAD IS THE STAFF OF LIFE—

NAMED REPRESENTATIVE

NEW ORLEANS—J. S. Waterman & Co., Inc., New Orleans, has been appointed representative for the Petersen Oven Co., Franklin Park, Ill. The firm's territory will cover Louisiana, southern Mississippi and the Alabama and West Florida coasts, and will stock some Petersen ovens.

"Jungle Bread"

(Continued from page 31)

tion is packaged and presented that makes for its value to the sponsor.

For franchise buyers, rights are sold for a 25-year period at rates based on population in the area served by the bakeries. Commercial sequences are adapted to the sponsor. Public relations personnel from the sponsor are put through a two week's training period. Promotional material is furnished.

The film is most frequently presented to school assembly audiences. Mrs. Margaret Devizia, supervisor of the audio-visual section of the Los Angeles City schools, praises the production as one of the best donated to the city schools.

"In 'Jungle Bread,' Van de Kamp's has done an excellent job," she said. "The film offers a factual and thrilling lesson to the student and the only place where the name of Van de Kamp's is used is in a short sequence at the end."

There are five copies of the film in the city school audio-visual aids Library, three with the county schools and three others in nearby large school systems. For three years 90,000 school children, most in the junior high school and high school levels, have seen 'Jungle Bread' annually.

In developing this movie promotion as a vehicle for selling Van de Kamp products, the bakery undertook to dramatize the fact that people throughout the world have a basic craving for some form of bread; and through the comparison with the primitive Djuka tribe in Dutch tribe show the audiences how easy it is in Los Angeles for people to satisfy their basic desire for good bread.

The schools are only one field of presentation. "Jungle Bread" is also available to women's clubs, churches, fraternal organizations, veterans organizations, service clubs, civic and charitable groups. Every leading church denomination in Los Angeles has presented the film and as yet there has been no protest over the native nudity in the jungle drama.

Snow Lily

Fancy Short Patent
Biscuit and Pastry Flour
ENNS MILLING CO., Inman, Kan.
Southern Regional Office
933-35 Exchange Bldg., Memphis, Tenn.

Beautiful WHITE BREAD

made with

Wytase
REG. U.S. PAT. OFF. DOUGH WHITENER

WYTASE is the registered trade mark of the J. R. Short Milling Company to designate its natural enzyme preparation for whitening the dough.

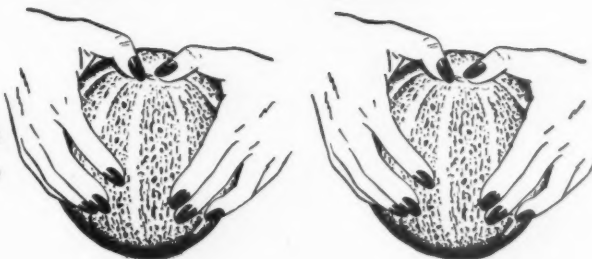
"I have just tried Wytase. My bread is whiter and retains its flavor longer"... Heed the words of this baker—use Wytase in 1951 and make new friends for your bread.

J. R. SHORT MILLING COMPANY, 38th and South May Streets, Chicago 9, Illinois

It's enough for shoes to fit alike



...and for melons to feel alike



But flours have to
BE ALIKE!



That's why Atkinson takes 3 extra steps



**AND IT'S
BIN CHECKED**

Every precaution that every miller takes, we take too.

Then we go three steps further to make dead certain that every sack of Atkinson flour is exactly like the last batch of the same type.

EXTRA STEP No. 1 is precise milling accuracy. Our 50,000 cwt. bin capacity enables us to make long runs of particular flour types, gives ample time for hair-line adjustment.

EXTRA STEP No. 2—we make a special

bake test as the flour goes to the bins.

EXTRA STEP No. 3—we bake test again and make a chemical analysis just before delivery.

Atkinson can freely guarantee that the flour you buy this time will be exactly like the kind you bought before. And remember, too, that this flour comes to you fully aged, ready to go in production—another Atkinson plus.

Switch to Atkinson—the truly uniform flour—IT'S BIN-AGED*.

ATKINSON MILLING COMPANY

MINNEAPOLIS, MINNESOTA

*TRADEMARK REG. U.S. PAT. OFF.

For Ever-Uniform Quality!



MORTEN MILLING CO., DALLAS, TEXAS

In the . . .

Industry Spotlight

. . . by Bill Lingren

Bread Gets First AMA Testimonial

It is very significant that enriched bread will be the first product to be endorsed by a president of the American Medical Assn. Next spring will see the first such testimonial ever featured in a consumer ad. It will be featured in a

Bakers of America Program advertisement scheduled for a late February break of its big campaign celebrating the 10th anniversary of the bread and flour enrichment program. (For further news on the anniversary observation, see our feature article on page 18 of this issue.) Dr. Elmer L. Henderson, AMA president, has authorized use of his statement calling the baking industry's voluntary enrichment of bread "one of the most significant contributions to better health in our generation."

It is altogether fitting that enriched bread, which has contributed so much to the improvement of the nation's health, should receive this unprecedented endorsement. Equally high praise will be quoted from nine other top medical and nutrition authorities, including Dr. Thomas Parran, former surgeon general.

The AMA president's endorsement of enriched bread has made a big impression in the advertising fraternity. Time magazine comments that it may indicate a significant shift from the historic "no quote" tradition of medical and scientific leaders. AMA leaders point out, however, that the enrichment program was originally recommended to the industry by AMA's Council on Foods and Nutrition back in 1939. It would seem that the medical leaders consider enriched bread such an outstanding contribution to the public's health that it is a worthy and successful candidate for endorsement. This is a high, and deserved, compliment.

The black-and-white consumer advertisements, headlined "This is the 10th anniversary of enriched bread—one of the most significant contributions to your better health," will appear in the March issues of Ladies' Home Journal and Woman's Home Companion and the March and April issues of Look and the Saturday Evening Post. Walter Hopkins, director of the Bakers of America Program, stresses that the special anniversary ads will be "the most powerful ever attempted by any group on any food product." More information on how bakers can tie in with the national

advertising on the local level will be forthcoming.

A special draped-ribbon design over the Bakers of America emblem will be featured in the signature of the ads, and this design will be used in all other Bakers of America advertising during the year.

The Responsibility of the Baker

John T. McCarthy, able chairman of the American Bakers Assn., has issued a timely outline of the responsibility of the baking industry in seeing to it that America and Americans continue to gain in health and strength in the critical years ahead.

"The gloomy prospects for the world . . . emphasize the task and duties of all of us in the business of supplying food to our people," he said. "This is particularly true of bakers, whose products will be of increasing importance in food budgets and in diet."

The McCarthy statement is timely not only because the nation faces critical times but also because the nation is observing the 10th anniversary of the enrichment of bread. Enriched bread, the ABA official pointed out, will be an increasingly vital factor in keeping our nation physically and mentally strong.

"The duty of the baker is clear,"

he said. "It lies in making positive that every loaf of white bread meets the growing need of the American people for a food product which satisfies to the fullest the dietary requirements which have been assigned to it."

The responsibility is a serious challenge. The baking industry has a great opportunity in the meeting of the challenge.

Anti-Softening Agent for Bread

Members of an Indian tribe in South America, according to information that has come to our attention, mix clay with their bread dough. Wonder if they cleared this at a bread standards hearing conducted by their food and drug administration?

Not a Loaf, If You Slice It

A local magistrate in Matlock, England, recently ruled on the question: "When is a loaf of bread not a loaf?" His answer: "When it's sliced."

He ruled it legal for bakeries to sell sliced loaves weighing less than the legal limit. Sliced loaves are not loaves at all, he reasoned; they are just a lot of pieces of bread.

The argument arose when a baker was indicted for selling short weight bread and his attorney successfully

pleaded that a sliced loaf was not a loaf in the accepted sense anyway and therefore outside the regulations. Two weeks later another firm was arraigned on the same charge before a different set of magistrates and they ruled that a sliced loaf was still a loaf no matter which way you looked at it. So the baker was fined \$56 for selling short weight bread.

Now British bakers are asking the Ministry of Food for an authoritative ruling on the subject.

Legal Bread Price Increase

Bakers living in St. Augustine, Fla., 100 years ago weren't so lucky! There was a law that it was illegal to sell a loaf of bread for more than 6¼¢! For years bakeries have been selling bread for much more than that and breaking the law every day of their lives! Now they can rest easy in their beds! The city fathers, neatly attired in costumes of the ante bellum period, gathered recently at the home of the former Mayor Geronimo Alvarez who lives in the oldest house in the U.S., and with great ceremony repealed several 100-year-old laws. It is now legal to sell bread for more than 6¼¢!

"Wheel of Good Eating" Honored

In a recent poll conducted among nutritionists in all state health departments, the "Wheel of Good Eating," prepared and distributed by the American Institute of Baking, was voted the most valuable educational poster and received second highest place among all educational items used by these groups.

First place among all educational items was awarded to the movie "The School That Learned to Eat," produced for the University of Georgia with the assistance of General Mills.

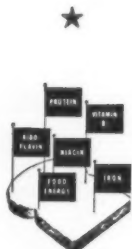
AIB's "Wheel" was prepared by the consumer service department in 1944 and more than 5,994,142 copies of it has been distributed since that time.



DUNWOODY STUDENTS FETED—The staff and students of the Dunwoody Baking School, Minneapolis, were guests at a luncheon given by Standard Brands, Inc. Barney Hansen, area manager of Standard Brands, welcomed the group and introduced Jack Feist, district manager; Elmer Hoelscher, assistant manager, and Lloyd Neegard, assistant manager. After the luncheon, the Standard Brands movie entitled "Avenues of Opportunity" was shown. Mr. Hansen then introduced J. M. Long, secretary of the Associated Bakers of Minnesota, the Minneapolis and St. Paul bakers' groups, and Minnesota wholesale bakers. Mr. Long gave a talk on opportunities

in the baking industry. Mr. Hansen stressed the importance to the group of belonging to bakery associations, and brought out the fact that a lot of valuable information was given out by them. Shown in the picture are the students in the Dunwoody Baking School, and in the second row from the front, starting second from the left are: Ernest Johnson, Dunwoody experimental bread instructor; Edward Harding, bread instructor; William Thorn, experimental cake instructor; Rudolph Harder, cake instructor; J. M. Long; A. J. Vander Voort, head of the baking school; J. M. Feist, Barney Hansen, Elmer Hoelscher, and Lloyd Neegard.

WESTERN STAR KANSAS STAR GOLDEN CREST



Swing to these
"Star" flours
for a
Quality Year

The WESTERN STAR MILL CO.
SALINA, KANSAS

DOWN THRU
THE YEARS...
for **3** generations...

For the future, too, GOLDEN LOAF will always be the big value in uniform, strong, fine spring wheat flours.

"Golden Loaf"

FENNANT & HOYT COMPANY
LAKE CITY, MINNESOTA



Enrichment's Anniversary

(Continued from page 22)

with maximal conservation of thiamine during cooking and serving, carries only 0.31 mg. per 1,000 calories. Neither cooking nor serving is uniformly carried out with any such careful attention to preservation of thiamine values, and careless handling of foods may entail 50, 75 or even 90% losses of the original thiamine of the uncooked food.

Enrichment of flour and bread adds a margin of safety which approximates 0.2 mg. of thiamine per 1,000 calories, and this alone makes possible a national dietary which even approximates the allowances for thiamine recommended by the National Research Council.

Those of us who have supported the enrichment program have insisted from the first that its main purpose was to correct major faults in American diets, namely, inadequacy in thiamine, niacin, riboflavin and iron. We were not trying to make bread the most perfect of all foods, desirable as it might have been to do this, but rather to use flour and bread as vehicles for bringing into diets more of the nutrients that frequently are deficient in them. This effect has been accomplished.

Enrichment of bread has meant not merely enriching the bread but enriching the lives of many of our fellow citizens—enrichment of life measured in a greater zest for living and improved resistance to disease. However, we cannot be content with present gains. Much of what has been accomplished has depended on the voluntary efforts of the industries, and as enthusiasm wanes, as it must wane as time passes, voluntary efforts are very likely to diminish, putting us back sooner or later to where we were 10 years ago. What then is needed now?

First, we ought to insure the permanence of the improvements we have witnessed. This we can do best by securing enrichment legislation in all the states and territories so that no bread anywhere will fail to carry its quota of the life-enriching vitamins and iron of the bread we call "enriched."

Secondly, we ought to strive to ob-

(Continued on page 72)

2 BAKERY TESTED QUALITY FLOURS



High Protein



Low Protein Mellow Type

Wide Tolerance Flours Make
Happy Production Hours

NEBRASKA CONSOLIDATED
MILLS COMPANY

OMAHA, NEBRASKA

Fremont Grand Island Hastings

Soft Winter Wheat Flours

Family - Commercial
Export

Long Distance Telephone 32
Cable address—"Jasco"

J. Allen Smith & Co., Inc.
KNOXVILLE 6, TENNESSEE

The Standard Others
Strive to Reach

WHITE SWAN
FLOUR

SPRINGFIELD MILLING
CORPORATION
MINNEAPOLIS • MINNESOTA

Bowersock Mills & Power Co.

LAWRENCE, KANSAS
ZEPHYR FLOUR

AS FINE A BAKING FLOUR AS A
BAKER CAN BUY AT ANY PRICE
Established 1874

E. P. MITCHELL COMPANY

DWIGHT BLDG.

KANSAS CITY 6, MO.

PHONE GRAND 1554

ALL TYPES OF CLEAR

For Over Fifty Years...

KING'S GOLD

KING'S BEST

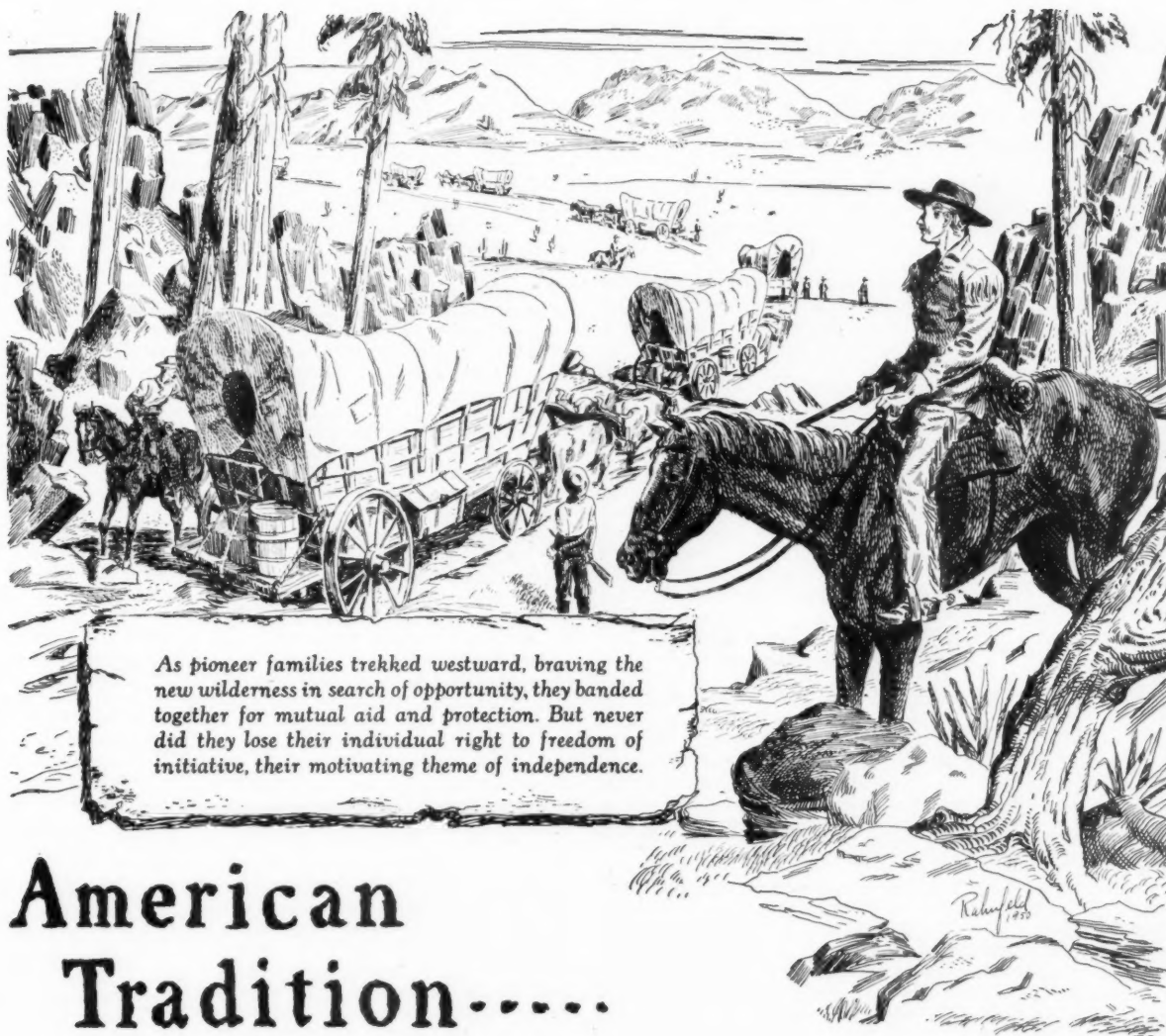
GOLD MINE

EXCELSIOR

...Made in Minnesota

H. H. King Flour Mills Company
MINNEAPOLIS, MINNESOTA





As pioneer families trekked westward, braving the new wilderness in search of opportunity, they banded together for mutual aid and protection. But never did they lose their individual right to freedom of initiative, their motivating theme of independence.

American Tradition.....

It is this fine American Tradition of independent initiative that has kept this nation young in spirit down through the years.

The early millers displayed that spirit as they established excellent flour milling facilities for the better service of bakers throughout wide areas. Many of these fine mills were combined under the banner of Flour Mills of America for coordinated control of quality production, thus assuring the baker of a wide variety of fine flours with a dependable uniformity of baking performance.

Every facility is now available for maintaining the high standards of quality of FMA Performance Flours, from the millions of bushels of wheats in storage, through modern milling process and the application of scientific controls.

These are the mills that supply the *Performance Assured Flours* of all types to meet your every baking need.

Flour Mills of America, Inc.

KANSAS CITY, MISSOURI

Kansas Flour Mills Co., Kansas City, Missouri; Great Bend
Fort Scott, Larned, Kansas; Alta, Oklahoma.
Valier & Spies Milling Co. and Sleepy Eye Mills, St. Louis, Mo.



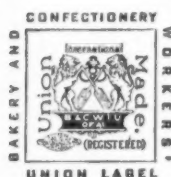


Crusts & Crumbs

FROM THE EDITORIAL SLICER

By Carroll K. Michener

UNION STORY OF BAKING—Sandwiched in a handsome, 12-page, illustrated article, featured in a recent number of the Electrical Workers' Journal, is the story of commercial baking and of the Bakery and Confectionery Workers International Union of America, which had its birth 64 years ago.



Baking's history, of course, is the same in its broad outlines whether it is related by employer or employee, but there are certain aspects of it that are not likely to be the same in such separate tellings. The workman's story is heard less often than the master's, and is one that can be read with interest and value. From it we borrow these paragraphs:

"It is to these [the early] union bakers that we owe the high quality of our baked goods as they have emerged today and also the sanitary standards which allow us to consume our baked goods and confections with the secure feeling that they are clean and pure.

"Even in the early days to belong to the bakers union, a worker had to pass a test by a board of examiners and prove his ability as a practical mechanic. That standard has persisted through the years and is manifested today in the fine program of apprenticeship which the bakers have in their organization.

● **The Master Bakers**—"In the early days the employers were known as master bakers. These were often the sons of former master bakers who passed on the business they owned to their sons when they retired or died. These master bakers were usually the foremen in the bakeshops.

"Long hours, cheap wages and poor conditions were the order of the day in these shops. And they were difficult to organize because living with the boss and working with him, as was the custom, certainly was no atmosphere to encourage unionism. But gradually the intolerance and inhuman treatment forced the workers to unite. The evils of the time—long hours, night work, holiday work, the unsanitary shops located for the most part in dark cellars, no overtime pay, no workmen's compensation, no sick or death benefits, no vacations with pay, and nothing but a measly wage insufficient to raise a family—caused the bakery and confectionery workers to band together forming a labor union under the American Federation of Labor.

"By collective bargaining processes the new union immediately made strides in correcting evils of the trade. Improved wages and living standards were effected almost immediately. Hand-in-hand with improvements for their members went improvement for the public, for the bakery workers began immediately to try to clean up the cellar shops, bring sanitary

conditions into bread and confectionery making and campaigned to get corrective laws on shop sanitation passed.

● **A Contrast**—"In 1906, in line with their campaign, the Bakery and Confectionery Workers' Union, in cooperation with Jane Addams of Hull House, set up in Chicago an exhibit which consisted of a replica of a non-union cellar bakery with all the dirt and unpleasantness involved, and next to it a replica of a sanitary union bakery. This exhibit created a sensation, for at that time it took extraordinary courage to fight for an issue like this. The union was denounced as a body of anarchists but it won the battle in the end not only for the good of the union members but for the public health in general. Within a short time 1,000 bakeries were forced out of damp, unhealthy cellars.

"And in the years since 1906, the Bakery and Confectionery Workers' Union has continued to campaign for health enforcement in every phase of the work. It stands for rigid enforcement of its own rules as well as the rules established by city ordinances and state laws.

"Through the years this union has steadily gained more and more benefits for the members, among them extra pay for night work, vacations with pay, workmen's compensation, sick and death benefit payments, good wages and hours and many other improvements—these, in addition to the sick and death benefits to which their dues as union members entitle them.

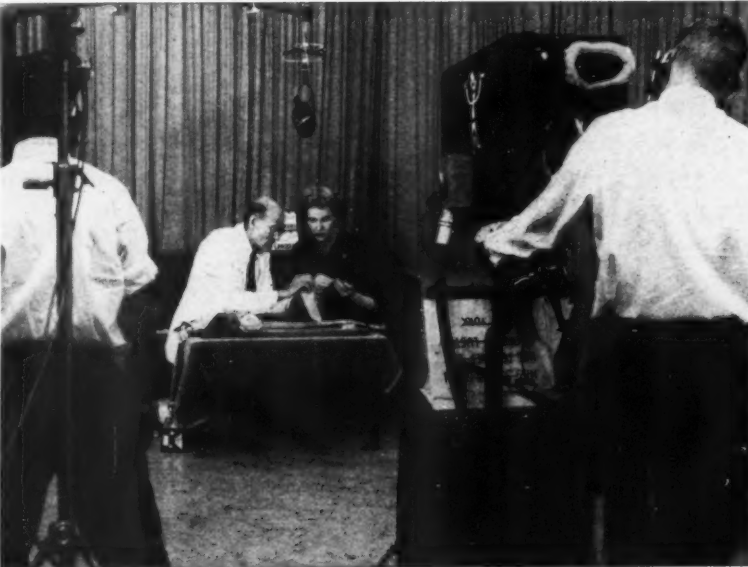
"As a consequence, many workers in the bakery field have readily joined the union ranks. With the advent of

machines in the work on a large scale and the emergence of large chain bakeries and confectionery enterprises on a factory basis, the workers in these plants were organized into the union also. Most of the large chain bakery and biscuit and cracker concerns are now unionized under the banner of the bakers until more than three fourths of the field is completely organized.

● **Historic Label**—"A good part of this union's success in organizing has been due to its steady promotion through the years of the union label. By making the public union-label conscious, this union has helped itself and its people materially. Incidentally the bakers' label is a most interesting one with an interesting history. In London and Vienna, the wearing of a coat of arms was a common custom. The English white bread bakers of England back in the 16th Century had a very distinctive and regal crest. When bakers emigrated to the U.S. they brought their coat of arms with them and when the union was organized in 1886, the old coat of arms design was perpetuated in the Bakers' Union Label."

● ● ●
BAKING IN "THE GOOD OLD DAYS"—Though there are moments in the life of a baker when problems loom large it should be remembered (if there's any comfort in it) that things in ancient days usually were vastly more rugged. Examples:

In ancient Egypt, according to Herodotus, dough was kneaded with the feet but clay with the hands. And historians claim that in Scotland this custom of bread kneading persisted until fairly modern times.



TV GETS TECHNICAL—Dr. Stanley M. Jackson, director of laboratories of Sunshine Biscuits, Inc., New York, explains to Miss Maggie Johnson of television station WABD, New York, how Sunshine gets "that crispy flakiness into its Krispy Crackers." Appearing as a guest on Miss Johnson's "Your Television Shopper" program, Dr. Jackson demonstrated the repeated rolling and folding of the cracker dough.

In the days of the Roman republic bakers had to do the milling. Wheat was delivered to the public granaries by a group of public officials, while another body distributed grain to the bakers. Slaves did the work of grinding, and after slavery was abolished by Constantine, criminals were drafted for the job.

But it seems to have been in Austria that the life of a baker was most rugged. The unfortunate baker who offended against police regulations concerning the sale of bread was liable to fine, imprisonment and even corporal punishment until comparatively modern times.

Turkey, however, also offered hazards for those in the baking profession. When the price of bread rose to excessively high levels, it was common practice to hang a baker or two. And some of the historians relate that in Turkey and Egypt, sometimes a baker who sold light or adulterated bread was nailed by his ear to the doorpost of his shop.

● ● ●
W. E. Long Co. offers this timely advice to bakers: "Why not have the doctor who serves you as plant physician devise a program of health education designed to help employees maintain a high level of general health and reduce their susceptibility to colds and flu. A campaign telling employees how to avoid colds could be carried throughout the winter in your house organ, on posters, on bulletin boards and by means of stuffers in pay envelopes. Lost time and lowered efficiency due to colds and flu are costly. It's another cost leak that can be reduced by timely and intelligent effort." The advice is double-barreled when applied to the retail shop. No customer likes a sneeze wrapped up with his pumpernickel.

—BREAD IS THE STAFF OF LIFE—

MEAD'S BAKERY CO. OPENS NEW PLANT IN AMARILLO

AMARILLO—The largest bakery in its chain was opened here recently by Mead's Bakery Co. after eight months of construction and the expenditure of some \$650,000.

The plant is 250 by 140 ft., and with its 35,000 sq. ft. of floor space is almost four times as large as the old bakery here.

The building is of reinforced concrete construction. Because of the new equipment, production is two and a half times as fast as at the old plant. Capacity is 4,500 loaves of bread an hour. Operations go on 24 hours a day, seven days a week.

Opening of the plant was celebrated with a three-day open house which was preceded by a special preview held for some 500 grocers from the Tri-State area, which takes in Texas, New Mexico and Arizona.

—BREAD IS THE STAFF OF LIFE—

WESTCO PRODUCTS NAMES RICHARD A. FOSTER

LOS ANGELES—Westco Products—formerly West Coast Supply Co.—has announced appointment of new sales personnel. Richard A. Foster has been appointed director of sales for Westco Products.

Mr. Foster has been associated with Westco for a considerable period, and his new job advances him from the San Joaquin Valley territory to management of all the Westco selling personnel. He will be succeeded in the San Joaquin Valley area by Ray Ames, well known California bakery operator, who was associated with Ahrens Bakeries for many years.

Mennel

Quality, Uniformity,
Laboratory Control

HOSTESS
SUPERCake

Special
Cake Flours

The
Mennel Milling Co.

TOLEDO, OHIO - U.S.A.

Mennel

The J. C. Lysle Milling Co.

MILLERS OF

HARD AND SOFT WHEAT
FLOUR

SINCE 1874

Leavenworth, Kansas

DIXIE LILY

A flour without an equal anywhere
Plain and Self-rising

THE BUHLER MILL & ELEVATOR CO.
BUHLER, KANSAS
Southern Regional Office
933-35 Exchange Bldg., Memphis, Tenn.

HIGH GLUTEN FLOURS

For Bakers

The Morrison Milling Co.

Denton, Texas

Emphatically Independent

WHITE WHEAT

Low Protein Cake
and Cookie Flours

AMENDT MILLING CO.
Monroe, Mich.

Soft Cake Flour

For Biscuit Manufacturers

WATSON HIGGINS MILLING CO.
GRAND RAPIDS, MICH.

EVERYTHING FOR THE PIE BAKER

Crust Rollers - Rimers
Automatic Pie Machinery

COLBORNE MFG. CO.
CHICAGO, ILL.

DOBRY'S BEST

and

BEST OF THE WEST

DOBRY FLOUR MILLS, Inc.
YUKON, OKLAHOMA

Formulas

(Continued from page 24)

PARTY RYE BREAD (No. 2)

25 lb. clear flour
25 lb. medium rye flour
33 lb. water (variable)
1 lb. 8 oz. yeast
2 lb. 8 oz. salt
8 oz. molasses
2 lb. 12 oz. caraway seed
8 oz. yeast food

Dough temperature 82 to 84° F.
First punch, approximately 3 hr. To
the bench, 45 min. later.

Divide and round up. Rest for 15
to 20 min. Then make into loaves
about 15 in. long and 1½ in. in di-
ameter.

Use plenty of steam in the oven.
If desired a coarse salt may be sprin-
kled on top of the loaves before they
are placed in the oven.

In order to retain freshness the
loaves should be stored in a re-
frigerator before serving.

BERMUDA RYE BREAD

Prepare the following sour:

8 lb. water
1¼ oz. yeast
4 lb. dark rye flour

Temperature about 78° F. Let
stand 18 to 20 hr.

For the sponge, mix together:

The sour
35 lb. water (variable)
17 lb. dark rye flour
2 lb. yeast
½ to ¾ lb. fine ground onions

Sponge temperature 76° F. Allow
the sponge to drop. This will take
about 2½ to 3 hr.

Then add:

17 lb. dark rye flour
2 lb. 4 oz. salt
35 lb. water (variable)
1 lb. 8 oz. shortening
12 oz. caraway seed (optional)
60 lb. clear flour
8 oz. malt

Mix this dough on slow speed.
Dough temperature 80° F. To the di-
vider or bench 10 min. later. Scale,
round up and give about 15 min. in-
termediate proof. Then make up into
loaves of desired shape. Use plenty of
steam during the baking. Be sure to
dock three or four times before plac-
ing it in the oven.

—BREAD IS THE STAFF OF LIFE—

CHASE INTRODUCES RAYON AS TEXTILE BAG FABRIC

CHICAGO—Rayon cloth, a new
material to the bulk packaging field,
has been added to the Chase Bag
Co.'s regular line of textile bag prod-
ucts. The Chase organization first
introduced rayon bags in the South-
west as containers for formula feed,
seed and other agricultural commodi-
ties. Because of their acceptance and
increasing popularity in that area,
they are now being distributed nation-
ally.

Rayon, a naturally strong and
smooth material, offers an excellent
printing surface for direct multicolor
brand printing, a Chase official point-
ed out. Whether printed directly on
the cloth with water-soluble inks,
or on paper bands attached to the
bag, the material provides a valu-
able cloth premium for thrifty house-
wives' use, it was claimed.

When laundered, rayon becomes
soft enough for making women's lin-
gerie and blouses, shirts, pillow slips
and even luncheon cloths and napkins,
a Chase spokesman said.

LA GRANGE FLOURS . . .

whether plain or enriched, remain
the same high standard, depend-
able flours that have characterized
the products of La Grange Mills
over the half century and more
of their operation.

This quality pattern is not an
accident but the result of pains-
taking care in wheat selection and
careful milling.



You can depend on
LA GRANGE FLOURS



LA GRANGE
MILLS RED WING
MINNESOTA

Gladiola
and
Red Elephant

FLOURS OF
EXCELLENT QUALITY

FANT MILLING CO.

SHERMAN, TEXAS

After all!

**"THERE IS NO
SUBSTITUTE
FOR QUALITY"**

For More Than 50 Years
Millers of....

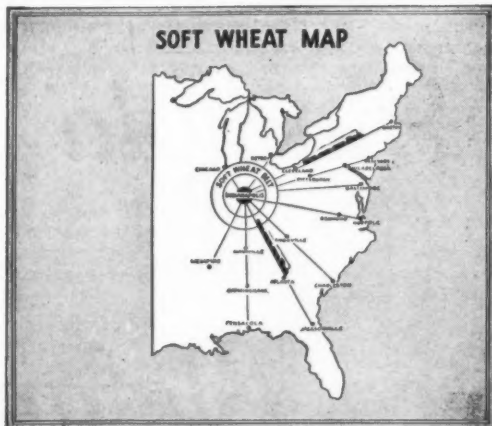
**QUALITY
FLOURS**

"WINGOLD"
"WINONA"
"STRONGFELLOW"
"BOXER"
WHOLE WHEAT
WHEAT GRAHAM
"WINGOLD"
RYE FLOURS

BAY STATE MILLING CO.

WINONA, MINNESOTA
Millers of—HARD SPRING WHEAT and RYE FLOURS

STRATEGIC LOCATION



ACME-EVANS COMPANY

INDIANAPOLIS, IND.

Over a Century of Milling Progress

• Since 1821 •

**104 YEARS OF MILLING EXPERIENCE
PLUS MODERN LABORATORY CONTROL
ASSURES THE BAKER EXCELLENT RESULTS WITH:**



HUMMER—Spring Hi-Gluten
LIBERTY—Short Spring Patent
BEST PATENT—Standard Spring Patent
LOTUS—Strong Spring Patent
STRONG BAKERS—First Spring Clear
CAKE and PASTRY FLOURS
RYE—White - Medium - Dark

GEORGE URBAN MILLING CO. BUFFALO N. Y.

John T. McCarthy

(Continued from page 18)

supporting the declaration of the importance of 10 years of enrichment in the health of our people. As an industry, ours is a serious responsibility in seeing to it that America and Americans continue to gain in health and strength in the years to come. Our obligation and our responsibility are clear cut. From this day forward, bakers must see to it that every loaf of white bread which should be enriched is brought fully up to the required standards.

"Bread will fill a major part in the daily nutritive requirements of all of our people. If and when prices of commodities advance and income is reduced farther by increased taxes, it will be more fully realized that truly penny for penny, bread is the best food buy.

"Again it must be emphasized—the duty of every baker lies in making positive that every loaf of white bread meets the growing need of the American people for a food product which satisfies to the fullest the dietary requirements which have been assigned to it.

"Enrichment of white bread provides one of the few great plus values which the consumer can obtain today. It must be a major nutritional safeguard in the uncertain days ahead."

—John T. McCarthy, chairman, ABA.

—BREAD IS THE STAFF OF LIFE—

HEILMAN BAKING CO.

SOLD TO M. B. THOMAS

MADISON, WIS.—Sale of the Heilman Baking Co., local wholesale baking firm, to M. B. Thomas of Dixon, Ill., has been announced by Joseph P. Woolsey, who has been president, treasurer and general manager of the bakery for the past 16 years.

The bakery will be operated as the Thomas Baking Co., and will continue with the same 27-man staff employed under the old management.

Mr. Woolsey is a past president of the Wisconsin Bakers Assn., Inc.

**The Choice of the
Finest Hard Wheats**

The only mill in this great terminal market, Universal consistently offers:
**BETTER SPRING WHEAT
AND DURUM FLOURS**

**DULUTH UNIVERSAL
MILLING CO.**
Duluth, Minnesota

**"Sweet Cream"
"Very Best"**

Quality Flours

W. J. JENNISON CO.

MINNEAPOLIS, MINN.

ACME RYE

A HIGH QUALITY
WISCONSIN RYE FLOUR
All Grades

FISHER-FALLGATTER MILLING CO.
WAUPACA, WISCONSIN

"RUSSELL'S BEST"

"AMERICAN SPECIAL"

Our mill is located in the high protein wheat district of central western Kansas, and secures most of its wheat directly from growers.

RUSSELL MILLING CO., Russell, Kansas



DAILY CAPACITY—2,000 CWT.

ELEVATOR CAPACITY—1,000,000 BUSHELS

Manufacturers of FINEST QUALITY FLOUR

TRI-STATE MILLING CO. RAPID CITY, S. D.

Enriched Bread

MEANS Better Living



FOR THE AMERICAN PEOPLE

The human values of the Enrichment Program have been factually established in terms of higher health levels, and improved mental and physical vigor.

Surveys Confirm Results of Bakers' Program

The comparative findings of the notable Newfoundland Nutrition Surveys and the authoritative data from the New York State Nutrition Survey reaffirm with scientific accuracy what had been previously known—that nutritional deficiencies of thiamine, riboflavin, and niacin have been notably reduced by Enrichment.

If reaffirmation of the far-reaching value of Enrichment were needed, these and other clear indications provide tangible evidence. They afford a challenge to every baker. The bakers of America have the enviable opportunity and vital responsibility of bringing more buoyant health and increased physical and mental vigor to the people of America—through Enrichment.



Member

Merck Enrichment Wafers

With Merck Enrichment Wafers you can depend on **STABILITY** (no crumbling or dusting) — **SPEEDY DISINTEGRATION** (to fit your production schedule) — and **UNIFORM ENRICHMENT** (fine particle ingredients disperse uniformly throughout the batch).

In small or large quantities, you can get them quickly at any time from your yeast distributor. Stocks also are carried at Rahway; Dallas; Chicago; Seattle; San Francisco, and Philadelphia.

MERCK ENRICHMENT WAFERS



MERCK & CO., INC.
Manufacturing Chemists
RAHWAY, NEW JERSEY

New York, N. Y. • Philadelphia, Pa. • St. Louis, Mo.
Elkton, Va. • Danville, Pa. • Chicago, Ill. • Los Angeles, Calif.

In Canada:
MERCK & CO. Limited • Montreal • Toronto • Valleyfield

BAKERS CLUB OF CHICAGO SPONSORS EGGNOG PARTY

CHICAGO—The traditional egg-nog bowl was filled and refilled many times for the annual eggnog, treat Dec. 12 at the Bakers Club of Chicago. The entertainment committee, headed by Leonard M. Franzen, Standard Brands, Inc., Chicago, sponsored this event.

Among the several hundred persons attending were the following members who were singled out for

special recognition because they were celebrating a birthday in December: Elmer N. Anderson, Olsen & Anderson; Otto L. Bergt, Metz Bakeries; R. J. Crowley, E. I. du Pont de Nemours & Co.; Phil Fine, Federated Mills Co.; Jack Hines; Walter M. Kraft, Clinton Sales Co.; Victor Marx, American Dry Milk Institute; S. E. McCarthy, General Mills, Inc.; I. Pomerantz, Dutchland Bakeries, Inc.; Thomas L. Spalding, the Marathon Corp.; Guy G. Van Patten, Hoffmann-La Roche, Inc.; David D. Vaughan, Hubbard Milling Co.; Lester Zimmerman, Milprint, Inc.; O. J. Steinwart, Oatman Bros., Inc., Aurora, Ill., and George Young, Sperry-Young-Kevan, Inc., Kansas City.

The club year closes with the annual business meeting followed by the "good-fellowship event" Jan. 31.

—BREAD IS THE STAFF OF LIFE—

MINNESOTA ALLIED TRADES STAGE CHRISTMAS PARTY

MINNEAPOLIS—The annual Christmas party of the Minnesota Allied Trades of the Baking Industry was staged at the Radisson Hotel here

the afternoon and evening of Dec. 15, with approximately 50 attending.

W. E. Lingren, editor of The American Baker, Minneapolis, president of the association, presided at the after-dinner awarding of door prizes, and gifts were exchanged by the membership. Card games followed the dinner.

—BREAD IS THE STAFF OF LIFE—

NATIONAL TEA PURCHASES GAMBLE SUPER MARKETS

MINNEAPOLIS—B. C. Gamble, chairman of the board of Gamble-Skogmo, Inc., and Harvey V. McNamara, president of the National Tea Co., have announced the sale of all of Gambles' food super markets to National Tea. The purchase price was not disclosed.

On Jan. 1, National Tea was to take over 22 Gamble super markets and seven luncheonettes in Minnesota, Wisconsin and North and South Dakota. National Tea will absorb all of Gambles' food store, office and supervisory personnel connected with its food operations.

With most of the markets in large Gamble shopping centers, the new arrangement will be mutually advantageous to the two firms, Mr. McNamara said. He said that National Tea will hold to the shopping center plan with its inter-flow of traffic.



BOUNTIFUL BUFFET—Frank A. Lyon, secretary of the Bakers Club, Inc., New York, is pictured above with the service staff of the club inspecting part of the bountiful buffet spread of turkey, ham, salmon, liver patties, assorted salads, coffee and pastries for the group's Christmas party. Approximately 120 members enjoyed the annual event in the club's suite at the Hotel Sheraton Dec. 12. The club quarters were decorated with all the seasonal trimmings and an illuminated tree for the occasion. Frank X. Ragan, Standard Brands, Inc., is chairman of the entertainment committee which arranged the cocktail party and buffet.





THE largest and most modern flour mill and elevators on the Pacific Coast with storage capacity at our mills of 2,500,000 bushels, together with more than one hundred elevators and warehouses in the choicest milling wheat sections of Montana, Idaho and Washington, insure the uniformity of all Fisher's Flours.

FISHER FLOURING MILLS CO., SEATTLE, U.S.A.

Domestic and Export Millers

CLIFF H. MORRIS & CO. EASTERN REPRESENTATIVE, 25 Beaver Street, New York City





SOFT WHITE WINTER WHEAT FLOUR A SPECIALTY

Also Choice Blue-Stem and Hard Spring Patents

WE INVITE EXPORT CORRESPONDENCE

General Offices: WALLA WALLA, WASHINGTON
Mills at Waitsburg, Washington, Freewater, Oregon, and Athena, Oregon
Atlantic Coast Office, RAYMOND F. KILTHAU, Produce Exchange, New York



"Diamond D"

A High Grade Baker's Spring Patent. Milled under Laboratory Control from Montana Spring Wheat.

Sheridan Flouring Mills, Incorporated
SHERIDAN, WYOMING

DIXIE-PORTLAND FLOUR CO.

ARKANSAS CITY FLOUR
MILLS CO.
Arkansas City, Kansas

THE HIGGINSVILLE
FLOUR MILL
Higginville, Missouri

DIXIE-PORTLAND
FLOUR MILLS
Richmond, Virginia

Capacity 14,000 Sacks Daily

SOUTHERN OFFICES: Memphis, Tennessee

One Ideal source of supply for all your flour needs
FAMILY • BAKERS • CRACKERS • CAKE

Dr. L. A. Rumsey Named to Head Baking Course at Florida State

TALLAHASSEE, FLA. — Florida State University has announced the appointment of Dr. L. A. Rumsey, president of Rumsey-Perkins, Inc., Chicago, as professor of baking science and management in the school of business.

Dr. Rumsey, who will assume his duties here Feb. 1, has been in charge of industrial advertising and sales promotion for the baking industry in his position at Rumsey-Perkins since 1948, and had for 20 years, from 1928 to 1948, held important positions in industrial marketing and management with the W. E. Long Co., Chicago. Dr. Rumsey is a graduate of Denison University, Grandville, Ohio, and he took his Ph.D. degree from the University of Minnesota. He has held teaching positions at Denison, University of Chicago, Iowa State College and University of Minnesota, specializing in food chemistry.

During 1926-28 Dr. Rumsey was national secretary for the American Bakers Assn. He is a member of many honorary and professional associations, including the American Society of Bakery Engineers, Allied Trades of the Baking Industry, Denison Scientific Society and Chicago Bakers Club.

While at the University of Minnesota, Dr. Rumsey developed a new method, now standard, for determining action of diastatic enzyme activity and sugar values in wheat flours and doughs.

Awarded Fellowship

Dr. Rumsey was awarded one of the first fellowships for research in baking chemistry by the then newly organized American Institute of Baking in Minneapolis and completed the work for the Ph.D. degree at the University of Minnesota in 1922, majoring in biochemistry under Dr. Ross Aitken Gortner and Dr. Clyde H. Bailey.

When the AIB was moved to Chicago, it was Dr. Rumsey who took charge of the alterations and rebuilding of the former Wahl Henius Institute of Fermentation building at 1135 Fullerton Ave. to accommodate the new offices of the American Bakers Assn., offices and laboratories for American Institute of Baking, and the newly organized AIB School of Baking. Remaining on the institute staff, Dr. Rumsey continued with research work for some years and taught courses in baking chemistry in the school. He also took the full course in experimental and practical baking there.

When the Wheat Council of the U.S. undertook to improve the per capita consumption of wheat flour and baked products following the first World War, Dr. Rumsey was loaned to this organization as campaign director. This work developed into the first big national cooperative advertising and selling program between baked foods and other naturally associated foods.

After his return to the institute, Dr. Rumsey organized the department of sales promotion, under which the first conferences of the newly organized Bakery Sales Promotion Assn. were held.

Dr. Rumsey joined the W. E. Long Co., Chicago, in 1928. It was there that Dr. Rumsey founded and edited the Round Table magazine throughout its 20 years of publication. He later organized the W. E. Long Co.



Dr. L. A. Rumsey

department of industrial advertising and sales promotion, serving the allied trades of baking, milling and other food industries. This latter activity was transferred to the private advertising agency of Rumsey-Perkins, Inc., in 1948, where Dr. Rumsey has continued to specialize as technical consultant and advertising representative in baking, milling and other food industries.

PROGRAM FOR TRI-STATE CONVENTION DISCUSSED

NEW ORLEANS—General features of the business program for the April 8-10 convention of the Tri-State Bakers Assn. were discussed at a luncheon meeting of the program and speakers committee in mid-December at the Jung Hotel.

Attending were John Wolf, Wm.

Wolf Bakery, Baton Rouge, La., president; J. Roy Smith, Smith's Bakery, Mobile, Ala., chairman of the program and speakers committee; Louis Schweizer, Blue Ribbon Bakery, Hattiesburg, Miss., vice president of the organization's retail division; W. C. Bacher, Bacher Bros. Bakery, New Orleans, first vice president; Andreas Reising, Sunrise Bakery, New Orleans, vice president for Louisiana; S. J. Baudier, Jr., secretary-treasurer, and Roger Baudier, Sr., editor, The Dough Boy.

—BREAD IS THE STAFF OF LIFE—

WISCONSIN PRODUCTION MEN DISCUSS NEW FLOURS

MILWAUKEE—New crop flours, pan liners and other production subjects were major topics of the two-hour discussion featuring the December meeting of the Wisconsin Production Men's Club. Lloyd Fay, Cobb's Sunlit Bakery, Green Bay, president of the group, presided. Arthur Forsman, Red Star Yeast & Products Co., suggested, in connection with the discussion on production procedures for handling new crop flours, that the mineral yeast food be increased to .04%. Mr. Fay noted that the mixing time be increased about 10% on the new spring wheat flours.

According to H. R. Reimer, Marathon Corp., Menasha, Wis., his firm is currently engaged in experimental work on the problems of "off flavor" to bakery products originating from present pan liners.

—BREAD IS THE STAFF OF LIFE—

S. GUMPART CONFERENCE

MONTREAL—S. Gumpert Co. of Canada, Ltd., recently held a customers' conference in Westmount, Que. David Schneiderman, who has been associated with the company for over 30 years, was the guest speaker. In speaking on what the baker must do to prevent housewives from going back to baking in their own kitchens he stressed the great importance of baking quality merchandise, cleanliness of shops and properly uniformed and clean sales help. Following the address those present viewed a display of baked goods.

Pittsburgh Group Makes Plans for Bakers' Convention

PITTSBURGH—The Bakers Courtesy Club of Pittsburgh, at a luncheon meeting recently, set up plans for the group's participation in the convention of the Pennsylvania Bakers Assn. here Jan. 21-23.

Registration and reservations will be handled by E. Willard Moore, paper broker; transportation, J. J. Mussman, Red Star Yeast & Products Co.; speakers, Theodore B. Doehla, Penn Baking Co.; president's reception, E. J. Bermel, Eagle Roller Mills Co.; banquet, S. P. Stallworth, Ertl Baking Co.; retail bakers program, Paul M. Baker, Jennie Lee Bake Shops; ladies entertainment, J. R. Lloyd, J. R. Lloyd Co.; information, H. H. Walther, Lawrenceburg Roller Mill; publicity, Howard W. Braun, Braun Baking Co.; general reception, J. W. Williamson, Duquesne Baking Co., and ushers, Louis H. Braun, Keystone Bakery.

The Pennsylvania Bakers Assn. is planning special room reservation and train arrangements for the convention—conventioners boarding the bakers' special from the Pennsylvania station in New York will receive their hotel room key at that time if they have made prior reservation, and their baggage will be taken directly to the William Penn Hotel.

The train, equipped with a private diner and private baggage-refreshment cars, will arrive in Pittsburgh prior to the president's reception and allied trades party the evening of Jan. 21. Details on room and train reservations may be obtained from G. Adolph Jahn, Federal Yeast Corp., 15th and Venango Sts., Philadelphia 40, co-chairman of the convention transportation committee.

—BREAD IS THE STAFF OF LIFE—

J. H. DAY CO. ENGINEER HONORED BY COMPANY

CINCINNATI—James Colebrook, design engineer of the J. H. Day Co., Inc., recently was presented a U.S. savings bond by the Day firm.

Mr. Colebrook was given the bond in recognition of his recent engineering achievement as recognized by the American Society of Mechanical Engineers, according to Martin Miller, president of Day.

Mr. Colebrook received the national undergraduate award given by the society for his thesis submitted in connection with his degree in mechanical engineering in June, 1950, at the University of Cincinnati. His thesis, "The Design and Construction of a Pressure Transducer Testing Machine," was completed in conjunction with the cardiac research section of General Hospital, Cincinnati.

—BREAD IS THE STAFF OF LIFE—

AIB STUDENTS HONORED BY ANHEUSER-BUSCH, INC.

CHICAGO—The 58th graduating class of the American Institute School of Baking was honored at a luncheon at the Bismarck Hotel Dec. 9 sponsored by Anheuser-Busch, Inc. Representing the host was Paul Guignon, general sales manager, St. Louis; F. W. Nicolai, Chicago; W. E. Schumacher, Chicago, and William Kent, Chicago. A program followed the luncheon.



PRODUCTION CLUB PARTY—Pictured is the quintet responsible for one of the most outstanding Christmas parties in the history of the Metropolitan Bakery Production Club, Inc. The annual event at the Beekman Tower Hotel in New York Dec. 8 attracted a record crowd which enjoyed a cocktail hour, dinner, all-star floor show and the usual abundance of door prizes. From left to right above are: Walter Jacobi, Ebinger Baking Co., president; E. J. Ranney, Ranney Sales Co., program chairman; Henry Voll, Bakers Weekly, treasurer, and W. H. Welker, Swift & Co., secretary. J. E. Mapes, Anheuser-Busch, Inc., chairman of the entertainment committee which arranged the party, is shown standing in the rear.

What About Brown 'n Serve?

BAKERS who have plans for aggressive merchandising or promotional campaigns in 1951 may well give consideration to Brown 'n Serve. From all accounts, Brown 'n Serve has come to stay.

In fact, the remarkable growth of Brown 'n Serve during 1950 was a modern business miracle. The story of Brown 'n Serve—its origin and its development—is pretty well known and needs no repetition. It may be well, however, to make a few comments on the past history of Brown 'n Serve to set the stage for the predictions we are going to make about its future.

Brown 'n Serve was discovered by accident in the late summer of 1949 by two young ex-GI's, Joe Gregor and Julius Jacobsen, who operated a small retail bakery in Avon Park, Fla. Since then its rise to fame has been meteoric. From a split-second decision by two young men who hesitated, momentarily, while they determined whether they should risk losing a batch of rolls by pulling them out of the oven before they were fully baked and go to a fire (they were also volunteer firemen), to a General Mills full-color back cover in the Saturday Evening Post a little more than a year later—this is something to ponder. And it is a sort of tribute to this land of opportunity that a representative of General Mills, Inc., making his regular rounds, just happened to step into their bakery when they got back from the fire and reheated the oven and put the rolls back to see what would happen. This General Mills man was on his toes. He had imagination. The rest is history.

Presented to an industry unprepared to properly exploit its possibilities, Brown 'n Serve had a checkered career during its first year. Probably no development in the history of the baking business caused as much controversy within the industry as did Brown 'n Serve. A lot of mistakes were made during the first year—but Brown 'n Serve survived and continued to grow. A lot more mistakes will probably be made in 1951. It is hoped that by setting forth this resume of some of the facts about Brown 'n Serve in 1950, it may serve as a foil against a repetition of the same mistakes in 1951.

Bakers generally are not regarded as "plungers" for new and untried ideas. General Mills did try to give Brown 'n Serve a decent birth by encouraging bakers to follow a definite pattern. Top officials of General Mills confidentially admit some concern over the turn which Brown 'n Serve took in some markets. They admit, quite frankly, that at the outset, they considered the advisability of some sort of licensing of production of Brown 'n Serve or permitting its use only under some sort of franchise. They gave up the idea in the firm belief that if this new idea was given directly to the baking industry, with no strings other than some sound advice as to formula, production and merchandising, the industry itself would work out any problems which might arise.

Many Varieties on Market

Bakers, in many cases, took to this new idea like a duck takes to

By Harold K. Wilder
Executive Secretary
Virginia Bakers Council

EDITOR'S NOTE: The accompanying article on the current status of Brown 'n Serve will answer many of the questions that have been raised in the minds of persons in the baking and allied industries regarding the revolutionary process introduced a little over a year ago.

Harold K. Wilder, executive secretary of the Virginia Bakers Council, Richmond, is particularly well qualified to tell this story. He is recognized nationally for his outstanding work in the merchandising of wholesale bakery products and he looks at the problems involved not only from the viewpoint of the baker but also from that of the grocer. Every wholesale baker, he contends, is actually in the grocery business. In addition to his post with the Virginia Bakers Council, Mr. Wilder is president of the Virginia Food Council, an association of producers, processors, distributors, retailers and consumers. He is also a member of the Virginia Nutrition Council and chairman of its flour enrichment committee.

In his article, Mr. Wilder presents a candid, hard hitting review of the mistakes made during the first year of Brown 'n Serve. He also offers some pointed suggestions in a five-point "formula" for increased Brown 'n Serve sales in the future.

the water. Within months, there were almost as many varieties of Brown 'n Serve on the market as there were bakeries producing them. By June, 1950, more than 8,000 bakers in the U.S. were making some form of Brown 'n Serve.

Those who attended the 1950 meeting of the American Society of Bakery Engineers will remember the exhibit of Brown 'n Serve which had been gathered for that occasion. Other exhibits of Brown 'n Serve, brought together by some of the large bakery service organizations, also showed how far the imagination of man

could carry an idea. Brown 'n Serve ran the gamut, and some of its varieties added little to the luster of the baking industry or to the reputation of some of the bakers. In other cases, they merited, and won high praise.

Far-sighted men in the industry, becoming alarmed over the weird assortment of Brown 'n Serve offerings, began to make serious efforts to study the effect of this new product on existing lines of baked goods. There were some who felt that Brown 'n Serve, produced as a new high-quality well-packaged item, could open up an entirely new and untapped vista of sales and profit for the baking industry. This segment of the industry was an anchor in a year of adjustment. They kept their heads and gave Brown 'n Serve much of its present dignity and stability.

At the other end of the scale there were some bakers—and their number, from all accounts was fairly considerable—who seemed to figure that Brown 'n Serve might be a passing fad from which they might just as well grab a "quick buck." They came out with their version of Brown 'n Serve. Usually, this consisted of either pan or individual rolls, made under their regular formula, shortbaked and wrapped in whatever type of container or material happened to be handy, and put out in the stores to be grabbed up by an inquisitive public.

Of course, there were the inevitable group—the "doubting Thomases"—who could see no future in Brown 'n Serve.

Some interesting figures have been gathered on Brown 'n Serve. Some of them have been made public from time to time on a piecemeal basis. Now that a full year of experience with Brown 'n Serve is behind us, it is possible to examine some of the known facts and make some fairly accurate projections into the future. Two surveys, one made by the General Mills sales force on a country-wide basis, and another made by Cesar Medina, president of the Holsum Bakers, Inc., Tampa, Fla., provide an interesting array of facts on which to build these projections.

A striking fact about these two

surveys is the similarity of information developed, although each was taken under vastly different conditions and to some degree with differing objectives. Both, however, had one point in common—that of learning the public reaction to Brown 'n Serve—and its effect on production and profits.

The General Mills survey covered the baking industry as a whole. The Medina survey was restricted to fellow members of his own management group. Some of the points covered in the General Mills survey, taken in April, 1950, were: Weekly production—the effect on regular bread business—the effect on regular roll business—and production trend. A total of 2,801 bakers were contacted to make this survey and the figures from 1,757 of them were used in the compilation from which quotations are made herein. Of this group, 56.8% were retail bakers; 24.8% retail-wholesale; 15.4% wholesale and 3.0% house-to-house. This group, while admittedly not a majority of all those producing Brown 'n Serve, were well located geographically and can be considered as truly representative of the industry for sampling purposes.

The Medina survey went into considerably more detail. It asked some direct questions on such things as "whether Brown 'n Serve had increased the consumption of bakery products," "the type or shape of product which showed best consumer reaction," "how they were packed," "the effect on the profit picture," "the estimated weekly consumption," and "whether it was considered that the customer reaction opened possibilities which should result in greater consumption of bakery products." The answers to these questions were tabulated and reported to the W. E. Long general managers' conference in June. While they have been quite widely quoted, it is felt that a comparison of these figures, together with those secured by General Mills, will, at this time, be highly informative to the industry and should be helpful in making plans for 1951.

The first question asked in the Medina survey was: "Has Brown 'n Serve increased the consumption of bakery products?" Obviously, the question meant a "net" increase. Of the 164 bakers who replied, 76% said "yes"; 17% said "no" and 7% made no comment. The General Mills survey developed no comparable information. When 76% of a group of progressive and representative bakers, well scattered geographically, agree that something they have all



BROWN 'N SERVE—Photographs of baked products prepared by the Brown 'n Serve process are shown above. In the picture at the left, six clover leaf rolls baked to a point of rigidity and full volume without any semblance of crust color have been packaged for sale to the housewife. In the accompanying article the necessity of good

protective packaging for Brown 'n Serve products is pointed out. The center picture shows a variety of yeast-raised products in their "pre-browning" stage, ready for the housewife to place in her oven for final baking. The final picture shows the same products after "browning" by the housewife.

done has helped them, such a statement must be accepted as a fact and as being typical of its influence on the industry on a nationwide basis.

Consumption Increased

Without question, Brown 'n Serve has caused an increase in the consumption of bakery products. Here is what one baker wrote, a comment which rings with evident sincerity: "Here is one bakery that was able to stay in business because of Brown 'n Serve." Another wrote, "We believe we have done a fine job with these rolls. However, we are far from satisfied. The public has had a greater interest in our products in the past six months than ever before. We are thankful for the rolls." And there always has to be a discordant note: "Am doing a fine business without Brown 'n Serve and don't see the need of making them."

An interesting point here is that 94% of the bakers operating in the southeastern states and replying to this question answered in the affirmative. This was from a section which has been traditionally a "hot roll" territory. Seventy-three per cent of the bakers reporting from this same section agreed that Brown 'n Serve had not curtailed sales of the leading loaf. These figures speak for themselves.

New England's report, incidentally, on the matter of increased consumption was almost evenly divided—55% "yes" and 45% "no." It is quite possible that the economic situation in New England at the time had some bearing on this situation.

"Has Brown 'n Serve had any effect (depressing) on your leading loaf?" was the next question in the Medina survey. Replies were "no," 73%; "yes," 20%, and 7% did not answer. General Mills asked a similar question—the answers to which were "no," 67% and "yes," 32.7%. These figures make it obvious that the introduction of Brown 'n Serve had no depressing effect, on an industry-wide basis, on either standard bread or regular roll business.

"Did Brown 'n Serve cause any increase in your profits?" came next. Answers were "yes," 65% and "no," 22%. Thirteen per cent did not answer this question. The General Mills survey had no comparable question. It is significant to note that, while on a nationwide average 65% of the bakers who replied admitted that their profits had increased, the New England report was 50% "yes" and 50% "no." It would be interesting to know what the situation in New England would have been had there been no Brown 'n Serve.

Production Volume Estimated

Both surveys endeavored to develop an estimate of the number of units produced weekly in the entire country. The Medina group came up with an estimate of 4,500,000 units weekly (June, 1950) as compared with an estimate from General Mills (April, 1950) of 4,634,718—a remarkably close set of figures. A breakdown of the figures showed that of the estimated total, more than one fourth, or 1,200,000 units per week were produced in southeastern states, as compared with 800,000 in New England, 950,000 in the southwestern states, 1,000,000 in the central states and 600,000 in the western states. This relatively huge production in the southeastern states, in relation to the population of the area, indicates that Brown 'n Serve must certainly have displaced a lot of home baking—either from natural ingredients or from roll mixes.

The Medina survey then asked,

"What has been the consumer's reaction"? To this general question 32% said "excellent"; 53% said "good but tapering off"; 7% said "fair," and 8% did not reply. The nearest comparable question in the General Mills list was, "What is your production trend"? and this brought replies of 26.9% "increasing," 60% "leveling off," 13.1% "declining." In attempting to analyze these figures it must be conceded that in June, 1950, when the Medina survey was made and even in April, when the General Mills survey was made, the "first blush was off the rose." The entry of new bakers into the field certainly reduced some of the individual volume which the early birds had garnered for themselves. These figures unquestionably reflect the impact on individual bakery sales of additional entrants in the field. On the other hand, taken from a national standpoint, they indicate that most bakers were still enjoying relatively high sales of Brown 'n Serve, even though these sales may have receded somewhat from one-time individual peaks. With 3,000 more bakers in the field by the late fall or winter of 1950 (General Mills estimated in September that the number of bakers producing some form of Brown 'n Serve by mid-October or November would be around 9,000) it is only natural to expect some slight dilution in individual bakery sales volume on Brown 'n Serve, particularly if these new entrants have profited by some of the errors of the past which will be touched on later herein.

The answers to the next questions asked in the Medina survey, if given adequate thought, may have a direct bearing on the whole future of Brown 'n Serve:

"What type of product shows better consumer reaction?" Note these replies: 39% said "pan and parker house rolls," 58% said "individual rolls," and 3% said "sweet rolls." (The General Mills survey did not cover this point.) These answers will be considered along with the answers to the next two questions asked by the Medina survey.

"How are items packaged?" Twelve per cent of the bakers reported using liners and film; 57% reported using trays and film; 3% plain film, and 28% made no com-

87% of Grocery Stores Handle Brown 'n Serve, Survey Shows

MINNEAPOLIS — A little more than 87% of a representative number of grocery stores are stocking Brown 'n Serve products. This figure was revealed by General Mills, Inc., following a coast-to-coast survey of the principal grocery establishments of the country.

The survey covered 5,026 stores which are estimated to do between 75 and 80% of the grocery business in the areas they service. On the day of the survey—Dec. 12—4,378 of these stores, or 87.1%, had in stock at least one type of Brown 'n Serve baked product.

"This percentage showing indicates an exceptionally high distribution of a food product on a national basis,"

according to R. S. Herman, head of the bakery service department of General Mills, Inc., Minneapolis, "and is well in line with the experience of any of the most widely distributed and best known food products offered on a national basis. It is particularly impressive to have secured such a nation-wide coverage within the short period of 13 months.

"Our survey showed a range of distribution, percentage-wise, of 57.5 to 100 between all markets.

"Seemingly, the turnover of this type of bakery product, because of consumer acceptance, has been thoroughly satisfying to the grocers, and further, points to the advantages of persistent consumer advertising and displays at the local level."

ment. The honest truth probably is that they used whatever they had available. Their packaging of Brown 'n Serve no doubt reflected their packaging of other products. Because Brown 'n Serve was sprung so suddenly on the market, few bakers had any opportunity to work out adequate packaging programs. The General Mills survey did not touch on this point.

Possibilities Seen by 62%

The final question was, "Does this reaction (consumer) to Brown 'n Serve open up possibilities which will result in greater consumption of bakery products?" To this extremely broad and important question the replies were "yes" 62%, "no" 21%, with 17% making no comment.

Let's consider, for a moment, the answers to three questions:

First, as to the shapes or types. Let's consider for a moment, the intent of Brown 'n Serve. Every shred of printed and pictured material, every formula, and anything else released by General Mills (the sponsors of Brown 'n Serve) when originally introduced, points to the fact that Brown 'n Serve rolls were intended to be of the individual type. Even the first published illustration bears out this contention. They were

offered and designed to compete, not with any other existing line of baked goods, but with the end product of the home maker's best, whether made from natural ingredients or from prepared mixes.

The vast majority of home bakers when making rolls almost invariably make them in individual shapes. They do this to get a "crusty" roll.

The use of "pan" type rolls for Brown 'n Serve by so many bakers obviously stemmed from the fact that they wanted to "get on the bandwagon." Apparently, it was easier to produce this type of roll from the individual type. Another apparent advantage to the baker was that no formula changes were involved, or so they thought. It is a safe bet that where there is a decline in volume in individual bakeries putting out a pan type roll, it results largely from a consumer shift from pan type to individual rolls as the latter become more available in that particular market.

Of course, quality of product and proper packaging does influence consumer choice, but the bakers doing a big volume on Brown 'n Serve, so far as I can learn, are getting it on the individual type rather than the pan type. We will comment more on the matter of packaging a little later herein.

It is the candid opinion of this observer, based on literally thousands of conversations with home bakers and normal users of all kinds of baked products all over the eastern section of the country, that the real future of Brown 'n Serve is in individual type rolls, baked under a formula designed for Brown 'n Serve. A few customers may want pan type rolls in Brown 'n Serve, but they are usually unsatisfactory to handle at home.

Formula Changes Needed

One does not have to be a bakery technician to realize that a product such as Brown 'n Serve may require some slight formula changes over normal production. It is obviously not just a case of "pulling" the rolls at 20 minutes, instead of the customary baking time, wrapping them up and putting them out for sale. Yet this is what many bakers admit that they are doing. For a while, they got away with it, but improved quality and better packaging by competitive bakers has apparently begun to catch up with them; hence, the reports of "tapering off."

There is no excuse, today, for any baker who wants to put out a super-

(Continued on page 70)



SANTA FOR BOSTON BAKERS—Santa Claus appeared in the person of Ernie Frascilla at the annual Christmas party of the Master Bakers Association of Greater Boston. Above, he hands a gift to Charles Connors as Bill Meade, party chairman (far left), and Frank Favorat, president, look on. In addition to Santa and his sack of presents, the party featured a festive meal and entertainment.



Samuel Regalbuto

FLOUR MAN HONORED—Samuel Regalbuto, Philadelphia flour broker, was honored recently by the government of Italy for his charitable work in behalf of Italian people. Nino Dante, member of the parliament of Sicily, was on hand to officiate at ceremonies during which Mr. Regalbuto was presented with the Star of Grande Ufficiale of the Military Order of Saint George of Antiochia. The affair opened with a cocktail party and dinner at the Barclay Hotel. Among the more than 100 in attendance were H. J. Patterson, Pillsbury Mills, Inc., Minneapolis; Joseph Carroll, Philadelphia representative for Pillsbury, and Francis J. Myers, U.S. Senator from Pennsylvania.



Walter J. Stockman

REELECTED—Walter J. Stockman of Raymond F. Kilthau, New York, was reelected president of the New York Association of Flour Distributors at the annual meeting of the group held in conjunction with commemoration of the 40th anniversary of the founding of the association celebrated at a dinner on Dec. 14. Other officers reelected were: Albert W. Berg, Chas. W. Berg & Son, vice president; George W. Potts, The Northwestern Miller, secretary; Fred W. Colquhoun, Bakers Weekly, treasurer, and Charles C. Chinski, Chinski Trading Corp., director of the National Association of Flour Distributors.

MOSTLY PERSONAL

W. D. McIntyre, president of Tender Krust Baking Co., Eau Claire, Wis., and past president of the Wisconsin Bakers Association, Inc., has been appointed to a special committee to study various proposals for a four-year state liberal arts college in the Milwaukee area.

Paul Hultkrans, in charge of research and product development for Milprint, Inc., Milwaukee, has been elected a vice president of the company.

W. L. Grewe, Chicago sales manager for the International Milling Co., left Dec. 16 on a vacation trip to Miami, Fla.

Paul Dean Arnold, president of Arnold Bakers, Inc., Port Chester, N.Y., has announced the appointment of **Roland A. Casey** as general sales manager for the company and vice president of Arnold Bread Sales Corp. Mr. Casey has been with the company for four years and previously directed sales of the Arnold Bread Sales Corp. He will be replaced in that position by **Leroy A. Rice**.

Milton Fairman, director of public relations for the Borden Co., New York, was elected president of the Public Relations Society of America at the recent national conference of public relations executives in New York. **Ed Lipscomb**, director of public relations for the National Cotton

Council of America, Memphis, was named vice president. Among the regional vice presidents elected was **William G. Werner**, manager of the division of public relations of Procter & Gamble, Cincinnati. One of the members of the newly elected executive committee is **J. Handly Wright**, a past president of the society, director of industrial and public relations for the Monsanto Chemical Co., St. Louis.

John B. Posey has been appointed manager of the export division of the National Biscuit Co., New York. He was formerly district sales manager with headquarters in New York and has been with the company for 43 years.

Lee S. Bickmore, vice president of sales for the National Biscuit Co., Des Moines, Iowa, has announced the appointment of **J. Sidney Johnson** as assistant to the vice president for sales and director of trade relations. Mr. Johnson has been merchandising manager for three years and previously was manager of the merchandising section and sales promotion manager in the general sales department since 1940.

George W. Tassie, retiring Columbus, Ohio, manager for the Omar Baking Co., was honored at a dinner recently by 130 executives and employees of the firm. **Frank Wear**, former manager of the Omar plant at

Omaha, is succeeding Mr. Tassie as Columbus manager. Mr. Tassie was with the company for 17 years.

Ernest W. Kent, sales manager for the Purity Baking Co. at Champaign, Ill., for the past six years, has been named manager of the company's plant there. He succeeds **J. D. Moses**, 71, who asked to be relieved of some of his duties.

Dr. Franklin C. Bing will be the guest speaker at the Jan. 8 dinner meeting of the Midwest Section of the American Association of Cereal Chemists, to be held in Henrici's Restaurant, Merchandise Mart, Chicago. Dr. Bing will discuss "The Problem of Chemical Additives in Foods."

—BREAD IS THE STAFF OF LIFE—

L. A. RETAILERS INVITED TO MEETING OF ALLIEDS

LOS ANGELES—The 600 retail bakers of Los Angeles County will be invited to attend the Jan. 17 meeting of the Allied Trades of the Baking Industry of Southern California. Robert Shipp, Sugar Products Co., president, announced the appointments of Walter Wallenbrook, Durkee Famous Foods, and Robert Bridges, Lyons-Magnus Co., as co-chairmen of this expanded meeting.

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BAKERS COURTESY CLUB HOLDS CHRISTMAS PARTY

CHICAGO—The annual Christmas party of the Chicago Bakers Courtesy Club Dec. 19 was attended by about 115 members and their guests. Many of them were fortunate to win turkeys, the raffle starting at 5 p.m.

Dr. L. A. Rumsey, Rumsey-Perkins, Inc., first vice president, extended a hearty welcome in the absence of **A. W. Fosdyke**, Anetsberger Bros., president of the club, who was on the Pacific Coast. **Dr. Rumsey** read a telegram from Mr. Fosdyke, who missed his first club Christmas party. **Henry Mergener**, W. E. Long Co., chairman of the committee of arrangements, awarded 10 attendance prizes, a new feature of this annual event. Mr. Mergener was assisted by **N. G. Anderson**, Bay State Milling Co., and **A. M. Bornhofen**, Anetsberger Bros. **George Siml**, Siml & Sowles, again had charge of the turkey raffle.

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TRI-STATE RETAIL GROUP PLANS MEETING JAN. 17

JACKSON, MISS.—The second in a series of demonstrations sponsored by the retail division of the Tri-State Bakers Assn. will be held Jan. 17 at the Hotel Heidelberg here, according to **Sam Marshall**, Marshall's Elektrik Maid Bake Shops, Mobile, Ala., president of the division.

The retailers' session will be conducted from 2 to 6 p.m., according to arrangements made by **Louis Schweizer**, Blue Ribbon Bakery, Hattiesburg, Miss., vice president for Mississippi, and chairman of the arrangements committee, and **Roy Parker**, Standard Brands, Inc., Jackson, who is assisting him.

Featured at this retail session will be cake decorating and specialty breads. The Standard Brands film on cake decorations will be presented by **Warren McIntyre** of that firm. A demonstration will be conducted by **Bill Burke** of Carl's Bakery, Pensacola, Fla., and Mr. McIntyre will assist him. The specialty bread demonstration will be conducted by Mr. McIntyre.

AIB Graduates Hear Address by G. Cullen Thomas

CHICAGO—It was "ring out the old, ring in the new" at the graduating exercises at the American Institute School of Baking Dec. 16 in the new headquarters at 400 East Ontario St., Chicago, when 46 men completed the General Comprehensive Course. It was the first class to be graduated from the new AIB building.

G. Cullen Thomas, vice president of General Mills, Inc., Minneapolis, gave the commencement address, and **Louis E. Caster**, Keig-Stevepe Baking Co., Rockford, Ill., president of the institute, presented the diplomas. **Dr. William B. Bradley**, scientific director of the institute, presided at the exercises at which more than 150 relatives and friends of the graduates and members of the alumni association were present.

Everett T. Waller, president of AIB Alumni Assn., was one of the speakers, and **Victor E. Marx**, American Dry Milk Institute, Chicago, chairman of the board of trustees of the C. B. Morison Memorial Fund, presented the award to **Ernest Zimmer**, Englewood, N.J.

"Our Future" was the subject of the talk by **Howard O. Hunter**, executive vice president of the institute.

"The future of the institute will be whatever the industry wants it to be," he said. "The scope of its work will increase in proportion to the support which it receives."

"Dare to be different" was the challenge of the address which Mr. Thomas gave. He urged the men to investigate the opportunities for the development of new products and stressed the value of new merchandising ideas.

The school immediately began preparing for the opening Jan. 7 of the first of two short courses which are to be held early in the year. The cake course is scheduled for Jan. 7 through Jan. 26 and a pie course for Jan. 28 through Feb. 16.

—BREAD IS THE STAFF OF LIFE—

BAKERS CLUB NOMINATES

E. E. KELLEY, JR., FOR 1951

NEW YORK—At the luncheon meeting of the Bakers Club, Inc., held Dec. 27 at the Hotel Belmont Plaza, **E. E. Kelley, Jr.**, Quality Bakers of America Cooperative, Inc., was nominated for president in 1951.

The other nominations were **Fred Weberpals**, H. C. Bohack, Inc., first vice president; **B. H. Ballard**, Riegel Paper Corp., second vice president, and treasurer, **E. B. Keirstead**. The nominations will be acted on at the annual meeting, tentatively scheduled for Jan. 31.

Anthony Masciarelli, commissioner of markets of the city of New York, spoke on the New York City department of markets and industry. **John J. Hopper**, Wagner Baking Corp., **David M. Levitt**, Doughnut Corporation of America, and **Earl Morse** also of the Doughnut corporation, were elected to membership.

—BREAD IS THE STAFF OF LIFE—

APPOINTMENTS MADE

TORONTO—**W. S. Antliff**, general manager of Canada Bread Co., Ltd., has announced the appointment of **Walter G. McAdam** as general sales manager of the company and of **H. C. Wright** as personnel manager.

Minnesota Allieds' 2nd Bosses Night Planned for Jan. 25

MINNEAPOLIS — William Gove, sales promotion executive of the Minnesota Mining & Mfg. Co., St. Paul, will be the featured speaker at the second annual Bosses' Night dinner of the Minnesota Allied Trades of the Baking Industry. The event will be held at the Radisson Hotel here Jan. 25.

Allied men in the Minnesota and surrounding territory are inviting their superiors to attend the dinner and cocktail party, an event designed to tell the story of the allied trades organization and its work in cooperation with baking industry activities.

Ray O'Brien, O'Brien's Specialty Foods, St. Paul, is serving as chairman of the committee in charge of the affair. He is being assisted by the officers and directors of the association.

In addition to the featured speaker, nationally prominent representatives of the baking and allied industries have been invited to attend as honored guests and to outline the place of the allied organization in the baking industry world.

The cocktail hour will begin at 6 p.m. with the dinner scheduled for 7 p.m.

—BREAD IS THE STAFF OF LIFE—

Veteran Employees Honored by Standard Brands

NEW YORK—Twenty employees of the Fleischmann division of Standard Brands, Inc., have been inducted into the company's Quarter Century Club after completing 25 years of continuous service.

Each was presented with an engraved watch and a "certificate of long service" at induction ceremonies. Thirteen gatherings were held throughout the country by Standard Brands to honor a total of 81 new members.

With the 1950 enrollment, the Quarter Century Club has 848 members in 48 states whose employment record totals 28,792 years of active service with Standard Brands.

The employees honored included Vernon M. Bush, Reading, Pa., area sales manager; Roy E. Parker, Jackson, Miss., assistant area manager; Fulton L. Dean, Hot Springs, Ark., branch manager; Henry P. Hill, Jr., Birmingham, Ala., credit manager of the Birmingham district; Richard M. Wilson, Houston, Texas, area sales manager; Leonard M. Franzen, Elmhurst, Ill., Chicago area manager, and Joseph W. Weber, Gary, Ind., assistant area manager.

—BREAD IS THE STAFF OF LIFE—

PETER N. JOHNSON, 76, LEAVES DURKEE POSITION

CHICAGO—Peter N. Johnson, 76, sales service man to the biscuit, cracker and confectionery industries for the Durkee Famous Foods division of the Glidden Co., has retired after 23 years of service.

Mr. Johnson came to the U.S. from Sweden in 1880. He worked for the Quaker Biscuit Co. and the Loose Wiles Biscuit Co. prior to joining Durkee.

He was honored by 35 of his colleagues at a luncheon Dec. 14 at the Belden-Stratford Hotel, Chicago. G. Norman Bruce, manager for Durkee in Chicago, paid tribute to Mr. Johnson for his long and loyal service to his customers and his company.

—BREAD IS THE STAFF OF LIFE—

ONTARIO BAKERS GROUP PLANS 1951 CONFERENCE

TORONTO—The 1951 conference and exposition sponsored by the Ontario Bakers Assn. will be held in Toronto April 29, 30 and May 1. A feature of the conference will be a display of equipment and products by members of the Allied Trades of the Baking Industry, Inc.

—BREAD IS THE STAFF OF LIFE—

CHESTER A. GAGE RETIRES

NEW YORK — Chester A. Gage, vice president in charge of sales, National Starch Products, Inc., has announced his retirement from active business Jan. 1. He will remain as director and consultant of the firm.



PRETZEL VENDOR—Sidewalk pretzel vendors, peculiar to Philadelphia, have just completed their busiest season of the year. The stimulus to their trade was provided by the thousands of children flooding midcity streets on their way to see Santa Claus in the department stores. The vendor (left above) holds a giant size soft pretzel, while the young man beside him is breaking off his purchase from a string of pretzels. They are baked in a series like those hanging from the vendor's vehicle, a converted pushcart, with glass enclosure as required by health department regulations. The student at right is munching the first of his bagful. Selling a product manufactured nowhere else but in New York, the vendors are the hardy survivors of an era wherein a wide variety of edible tidbits was sold along the streets.

CONVENTION CALENDAR

Jan. 14-16—Ohio Bakers Assn.; Gibson Hotel, Cincinnati; sec., Roy Ferguson, Seneca Hotel, Columbus 15.

Jan. 21-23—Pennsylvania Bakers Assn., William Penn Hotel, Pittsburgh; sec., Theodore Staab, 5700 N. Broad St., Philadelphia.

Jan. 28-30—Potomac States Bakers Assn.; Lord Baltimore Hotel, Baltimore, Md.; sec., Emmet Gary, 16 McClellan Place, Baltimore 1.

March 5-8—American Society of Bakery Engineers; Edgewater Beach Hotel, Chicago; sec., Victor E. Marx, Room 1354, La Salle-Wacker Bldg., Chicago.

April 8-10—Tri-State Bakers Assn.; Jung Hotel, New Orleans, La.; sec., Sidney Baudier, Jr., 401 Board of Trade Bldg., New Orleans.

April 8-10—Southwest Bakers Assn.; El Paso, Texas; sec.-treas., J. R. L. Kilgore, 319 S. 1st St., P. O. Box 126, Albuquerque, N. Mex.

April 10-11—Iowa Bakers Assn.; Hotel Fort Des Moines, Des Moines; sec., Charles E. Forsberg, P.O. Box 118, Waterloo.

April 16-18—Pacific Northwest Bakers Conference, Multnomah Hotel, Portland, Ore.

April 24-25—Bakers' Forum, Allied Trades of the Baking Industry of Southern California; sec., Phil Seitz, Suite 101, 3757 Wilshire Blvd., Los Angeles.

April 29-May 1—Texas Bakers Assn.; Baker Hotel, Dallas; sec., Mrs. Ed Goodman, 1134 National City Bldg., Dallas 1.

April 29-May 2—Lake Michigan States Bakers Conference (Illinois, Indiana, Michigan and Wisconsin bakers associations; Sherman Hotel, Chicago; acting sec., Thelma E. Dallas, 53 W. Jackson Blvd., Chicago 4.

May 6-8—Rocky Mountain Bakers Assn.; Albany Hotel, Denver, Colo.; sec., Ted W. Kunde, 1727 Wazee, Denver 17.

May 6-8—Associated Retail Bakers of America; William Penn Hotel,

Pittsburgh, Pa.; exec.-sec., Walter M. Jennings, 735 W. Sheridan Rd., Chicago 13, Ill.

May 6-9—Southern Bakers Assn., Inc.; Palm Beach Biltmore, Palm Beach, Fla.; sec., E. P. Cline, 703 Henry Grady Bldg., Atlanta 3, Ga.

May 14-15—Associated Bakers of Minnesota; Radisson Hotel, Minneapolis; sec., J. M. Long, 623 14th Ave. S.E., Minneapolis 14, Minn.

June 2-4—Pennsylvania Bakers Assn.; Bedford Springs Hotel, Bedford; sec., Theodore Staab, 5700 N. Broad St., Philadelphia.

June 3-5—New York State Association of Manufacturing Retail Bakers; Utica, N.Y.; acting sec., Percy Stelle, Room B-10, 2 Broadway, New York 4.

June 3-5—Heart of America Bakers (bakers associations of Arkansas, Kansas, Missouri, Nebraska and Oklahoma); Hotel President, Kansas City, Mo.; temporary chairman, Joseph Denner, Golden Crust Bakery, Alva, Okla.

June 9-11—Bakers Association of the Carolinas; Ocean Forest Hotel, Myrtle Beach, S.C.; sec., Mrs. Louis Skillman, Myrtle Apts., 4, Charlotte, N.C.

June 9-12—New England Bakers Assn.; Poland Spring, Maine; secretary, Robert E. Sullivan, 51 Exeter St., Boston 16.

June 24-27—Potomac States Bakers Assn., and Bakers Club of Baltimore; The Cavalier Hotel, Virginia Beach, Va.; sec., Emmet Gary, 16 McClellan Place, Baltimore 1.

July 9-10—Ohio Bakers Assn.; Deshler-Wallick Hotel, Columbus; sec., Roy Ferguson, Seneca Hotel, Columbus 15.

July 29-31—West Virginia Bakers Assn.; Greenbrier Hotel, White Sulphur Springs, W. Va.; exec. sec., Edward R. Johnson, 611 Pennsylvania Ave., Charleston 2.

Sept. 14-15—Virginia Bakers Council; Natural Bridge, Va.; exec. sec., Harold K. Wilder, 804 Life Insurance Co. of Virginia Bldg., Richmond.

DEATHS

Roy L. Davis, Sr., 54, secretary-treasurer and general manager of the Purity Baking Co., El Paso, died at La Jolla, Cal., Dec. 25 after being in ill health for several months. Mr. Davis had been a resident of El Paso for more than 50 years.

L. E. Cristman, former Minneapolis-St. Paul baker and recently representative for Upper Midwest allied firms, died Dec. 27 after an eight weeks' illness resulting from a heart ailment.

Irvin S. Sweaney, 77, founder and president of Sweaney's Bakery, Canton, Ohio and past president of the Ohio Bakers Assn., died Dec. 7 after a long illness. He founded the firm in 1913 and developed it into one of the largest bakeries in the section. His widow and a daughter survive.

Daniel Donald Entringer, 65, president of the Entringer Bakeries, Inc., operator of the McKenzie Pastry Shops in New Orleans, died recently at his home in Biloxi, Miss. His firm also operated the Elektrik Maid Bakery in Gulfport, Miss. He was a member of the Rotary Club, the Holy Name Society, the Chamber of Commerce and other organizations.

Matthew H. Carpenter, 68, secretary-treasurer of the Carpenter Baking Co., Milwaukee, died at his home Dec. 17. He had been with the firm, founded by his father, since his youth. Mr. Carpenter was a graduate of St. Mary's (Kansas) College, and from the law school of Georgetown University. Although admitted to the bar in Wisconsin and several other states, he did not engage in legal practice. Survivors are his sister and nephew, Joseph M. Carpenter, president of the firm.

James N. Conover, 68, Jacksonville, Ill., well known Illinois baker, died Jan. 2, following a lingering illness during the past four years. He was long active in work of the Illinois Bakers Assn., serving as its president in 1933 and 1934. He purchased interest in the Ideal Baking Co., Jacksonville, in 1922 and purchased Lucky Boy Bakers, Inc., Galesburg, Ill., in 1935. He was president of both companies. His son, Robert J. Conover, has been associated with his father in baking business for many years, and is vice president and manager of Lucky Boy Bakers, Inc.



W. E. LONG CONFERENCE—Approximately 120 sales managers (above) from independent wholesale bakeries in the U.S. and Canada attended the 1950 sales managers' conference conducted by the W. E. Long Co. at the Sherman Hotel, Chicago, Dec. 11-13. The program, emphasizing the theme, "Effective Ways to Build Sales," featured

panel discussions on sales and merchandising problems. In addition to panel discussions, speakers addressed the conference on human relations, leadership training, advertising and merchandising techniques, and on current trends in politics and economics. The company is planning a conference for general managers in June, 1951.

W. E. Long Co. Holds Conference for Sales Managers

CHICAGO — Approximately 120 sales managers from independent wholesale bakeries in the U.S. and Canada attended the 1950 sales managers' conference conducted by the W. E. Long Co. at the Sherman Hotel here, Dec. 11-13. The program, emphasizing the theme, "Effective Ways to Build Sales," featured panel discussions on sales and merchandising problems.

In addition to panel discussions, speakers addressed the conference on human relations, leadership training, advertising and merchandising techniques, and on current trends in politics and economics.

Keynote speaker on the first day's program was Dr. Kenneth B. Haas, chairman of the department of marketing, Loyola University, Chicago. Dr. Haas addressed the conference on leadership, using the title, "They Look to You."

Don W. Lyon, associate secretary-manager of the National Association of Retail Grocers, talked on "The Importance of Bread Displays to the Grocer," and showed the NARGUS sound, slide film, "Your Bakery Department."

Talks relating directly to sales promotion were given by E. A. Bolan, copy chief of W. E. Long Co.'s advertising division, on the subject of direct mail advertising, and by J. A. Smith, director of sales and merchandising for the Long company on training the bakery salesman. Mr. Smith showed the Marshall Field & Co. training film, "By Jupiter," which illustrated the importance of courtesy in human relations.

Several addresses of a highly inspirational nature were given. Dr. James F. Bender, speaker, educator and clinical psychologist, talked on "Executive Ability and How to Achieve It." Orlo M. Brees, author, editor and a member of the New York state assembly, gave an address on "What Is America?"

The closing speech of the conference, under the title, "Our Country in the Hour of Challenge," was delivered by William D. Saltiel, Chicago attorney and master in chancery of the U.S. District Court.

Co-chairmen of the conference were William L. Goodman, Jr., vice president and director of advertising, and J. A. Smith, director of sales and

merchandising, both of the Long company. The address of welcome at the beginning and the summary at the end of the meeting were given by W. E. Long, chairman of the board of directors.

Brown 'n Serve

(Continued from page 67)

lative Brown 'n Serve product not knowing what to do. Bakery journals have printed page after page of formula and detail instructions. General Mills is constantly releasing new suggestions for promotion and merchandising as well as production.

It is the considered advice of this observer that any baker who does not want his Brown 'n Serve to excel from the standpoint of type, quality and final edibility, should withdraw his offering from the market—and quickly. To continue in the market in competition with high quality products will do him no good and the baking industry harm. As consumers tighten their belts, and it is obvious that most will have to, they are going to become more quality conscious. Some Brown 'n Serve products now on the market are going to decline steadily in public favor unless their makers resort to better shapes, better quality and better packaging. Some of the bakers have much to live down.

Some of the bakers who withdrew production during the summer months have found some difficulty in regaining their portion of the markets. There were some to whom the summer months, in anticipation, brought seemingly unsurmountable problems. Others weathered the summer months without difficulty and report few problems as a result of warm weather. The fact that volume has "held up" during any period does not relieve the individual baker and the industry as a whole from the responsibility of making a critical study of the errors of the past to prevent their repetition in the future. Even with improved quality and improvement in the type and shapes offered, and with, perhaps, sorties into the field of sweet rolls and Danish pastries by more bakers, there are still other problems to be solved.

One of these problems is packaging. Another is promotion. These

problems are touched on succinctly in the September issue of "The Long View," a news letter for bakery executives published by the W. E. Long Co. of Chicago:

"The three hot months sag in Brown 'n Serve volume has given the novelty of the item a chance to wear off in the minds of the consumers. Bakers who stayed in the Brown 'n Serve business will see a substantial revival of the consumer demand when cooler weather comes and the housewife uses her oven more, but nothing comparable to last spring's top volume.

"Makers of the 'heat and eat' rolls are going to have to push hard to boost volume to the level of early June. This means more provocative packaging, more attractive store displays with point-of-sale reminders, as well as intensive advertising. No product survives long in the market without a fresh merchandising approach from time to time—especially not a variety item that sits out a seasonal intermission like Brown 'n Serve does."

Require Careful Handling

All of which is a good preamble to the consideration of another factor which vitally affects the future of Brown 'n Serve, and in fact, the whole line of commercially baked products—that of packaging. Brown 'n Serve products are delicate. They do not have the rigidity of completely baked products. They require and should receive careful handling. A great deal of their final appeal is the appearance which they present at the table.

A good package for Brown 'n Serve products should first of all have rigid sidewall support, to insure retention of the original shape of the product. The purchaser is buying a superior product—a substitute for what she herself would and could produce in her own kitchen. She wants to get it home and serve it in the same condition as she would if she produced it herself. A rigid box with a window or a rigid carton with an overwrap can and does make a fine sales appeal. It provides enough visibility to excite interest.

Protection must also be provided against moisture loss, grease absorption, and flavor deterioration. This latter is particularly important—this matter of flavor loss in Brown 'n Serve, because these products are highly susceptible to "wicking." Any off-odor or off-flavor lurking in the container or packaging material will

surely find its way into the product. Nothing is quite so disconcerting to a purchaser of a Brown 'n Serve product, or in fact, any baked product as to open it up and find telltale grease rings on the bottom of the tray, box or board under the product. When this happens, it usually follows that the product has absorbed some odor, taint or taste from the package material, and that the material has syphoned off some of the moisture or grease from the product, so necessary for its proper taste and eating quality.

Consumers often refer to these off-odors or flavor loss as "bakery flavor." While it is true that no package, no matter how fine, can put flavor or quality into a baked product, an improper or inferior package can certainly kill off the finest flavor the most expert craftsman can bake into it.

Dash of Color Needed

Brown 'n Serve products do not present, when on display in a retail food store—or in a retail bakery, for that matter—a very "robust" appearance. Admittedly, they are quite "colorless." Therefore a dash, if not a splash, of color on the package itself adds much to its attractiveness and promotes impulse buying. The baking industry can well take a page from the book of the mix people in this regard. They play up what the product will look like when it is served—not what it looks like in the package.

Another problem which substantial packaging will help solve is that of display in the retail food store. It is almost impossible to maintain good displays with flimsy packages. In many stores, despite the high profit of baked goods, space is insufficient to permit proper display. Not long ago we saw a package of Brown 'n Serve rolls, doubled up, and stuck in a bread rack between two packaged cakes. It was there for several days. Little chance of that package ever making a sale—certainly never a repeat sale.

Brown 'n Serve packaging, as well as other bakery packaging, should have "stackability," a highly valuable form of protection. Granted it may cost a "little more" to do a superlative packaging job. Isn't Brown 'n Serve a "premium product?" Why not give it a "premium" package. The only time any package proves expensive is when it fails to do its job. No package is an expense when it helps sell its contents and has all the other necessary plus factors.

One of the finest examples of Brown 'n Serve packaging we have yet seen is that now used by Muller Grocers Baking Co., Grand Rapids, Mich. It is a laminated box—with a small triangular window on top—through which the actual product in the package is visible to the purchaser. One box is used for all types of Brown 'n Serve products made by the company. Its top carries high fidelity color pictures of what the entire line will look like when baked. The individual product in the package is identifiable through the window.

There are other good Brown 'n Serve packages on the market—a great many of them. But there are many packages being used for Brown 'n Serve products which are not only not suitable, but definitely impart off-odors to the products, sometimes to such an extent as to make them almost unpalatable. Such packages do not build good will for a bakery or for the industry. In the early days of Brown 'n Serve many bakers admittedly improvised their packages. Many have learned, to their sorrow,

that they simply can't skimp on Brown 'n Serve packaging and get away with it for long.

This matter of packaging will assume increasingly greater importance as new varieties of Brown 'n Serve appear. When more sweet goods and Danish items come into the market, especially through the retail food stores, more attention will have to be given to packaging, for these new items simply cannot be successfully marketed in packages that do not have rigidity and moistureproofness, are grease resistant and above all are free from any odor-transmitting possibilities.

Despite all the rosy prospects for Brown 'n Serve if properly made, packaged, and promoted, the unsavory triangle of poor formula, poor shapes and sizes, and poor packaging will do a lot to chill off customer desire for repeat or initial purchases. It will certainly nullify much of the good will toward the baking industry which is being created by the Bakers of America Program through its national advertising.

A New Market

Properly produced, and properly packaged, Brown 'n Serve can open up to the baking industry—or at least that segment of it which does a good job of promotion and merchandising—a completely new market, especially where it comes in direct competition with home baking, and in rural areas now remote from retail bakery service and heretofore entirely dependent on the limited offering of the average wholesale bakery through the retail food store. With an increased variety of superior Brown 'n Serve products, the most remote hamlet can now boast of as fine a line of baked products, available through retail food stores, as can their metropolitan neighbor.

It is true that no inferior product can be made perfect by a fine package, but many a fine product has been made definitely unsellable—or at least does not invite repeat purchases—by poor packaging. It has often been said that "many a clean heart beats under a dirty corset," but the dirty corset is no social asset and the clean heart frequently becomes lonesome because its outside habiliments do not make the clean heart attractive.

The development of Brown 'n Serve has given the baking industry a marvelously ingenious tool for increasing its prestige and sales. However, unless some of the unfavorable conditions recounted herein are promptly reorganized and corrected, the goose which can lay a golden egg may be killed off before she gets firmly settled on the nest.

The answer is comparatively simple:

(1) Make a truly premium product, with a high-quality formula, including enrichment.

(2) Make the products in "home-type" shapes—like the home baker would make them.

(3) Protect the product with proper and provocative packaging—a premium package for a premium product.

(4) Give easily followed and simple directions, omit temperatures and times, and print the directions where the user can find them easily.

(5) Back it up with intensive advertising, attractive store displays with perhaps point-of-sale reminders, with a fresh merchandising approach.

Such a five-point "formula" should spell success and make for increased sales, increased customer satisfaction, and increased prestige for the entire baking industry.



Don F. Copell

A Look Ahead

(Continued from page 10)

historic high in employment, earnings and national income.

"We can resolve the problems and tests that accompany these short- and long-range challenges by returning to fundamentals which are: (1) Make what the consumer wants—as she wants it; (2) sell it in the manner most acceptable to and effective with the consumer; (3) at prices that the product is worth and the consumer's pocketbook warrants.

"In doing these we will test our powers of management, production and sales to the maximum. In succeeding with this program, we will meet the problems of 1951, we will lay the foundation of our long-range program, and what is more, we will keep healthy this integral part of America's economy—the baking industry." — Louis J. Dudd, Dudd's Bakery, Pittsburgh, president of The Associated Retail Bakers of America.

ASBE

"We are engaged in a profession so closely related to all religions, so prominently mentioned in biblical literature, that it is not only fitting, but indeed proper, for all of us to raise our sights to heaven in a thankful



Philip W. Orth, Jr.

gesture and in grateful appreciation of another wonderful year granted us by the Master of all.

"May peace, good health, happiness and good fortune be with you and your loved ones ad infinitum." — Don F. Copell, Wagner Baking Corp., Newark, president of the American Society of Bakery Engineers.

ATBI

"I am not an expert, in any sense of the word, but it seems to me that we in the baking industry, if we want to do a real and profitable volume of business in '51, must do three things:

"(1) Upgrade our quality in all lines, because apparently with all the money that is being spent, the consumer is not buying our product in the volume we would like her to do. We just don't seem to have our real proportion of consumer acceptance. Either we are not furnishing the quality, or variety—or both.

"(2) Once having produced the kind of quality and variety that sells and repeats, we must have the honesty of purpose and courage to get a fair price for that quality. This seems to be one of our real weaknesses at the moment. Too many of us are accepting the viewpoint of sitting tight on price, and cutting down on quality—variety and service to agree with our profit margin viewpoint. It would seem to me that the material situation, which apparently will not get any better, demands higher prices for baked foods.

"(3) Because of the greater variety and availability of so many other foods that are competitive with with baked foods, we obviously must put more emphasis on our merchandising, selling and advertising. We've got to step out and sell!

"Against the background of the past and the present, with all of our troubles, we always face the opportunities of the future, and they will be real, I believe, in 1951. It is going to take work and courage in '51, and above all undivided attention to our individual businesses to get the results we want." — John P. Garrow, Chapman & Smith Co., Chicago, president of the Allied Trades of the Baking Industry.

NBSA

"I believe bakery sales will most assuredly increase in 1951. First, we know that durable goods will become scarcer as strategic metals are drained off to war industries—but the American people, in spite of higher taxes and no doubt a renewed drive on defense bonds, will have high incomes and pent up purchasing power. With fewer durables to buy history has shown that soft goods, foods of all kinds, soar in sales. Luxury baked goods and staple baked goods should prove no exception and will most certainly increase saleswise in both dollars and tonnage.

"On the other hand, bakers can look with the same certainty to gradually increasing costs.

"Summing up we can say that while increased costs are highly probable and delivery delays most imminent, the baking industry itself should attain a high sales volume. In spite of increased taxes and increased operating costs I believe that 1951 will be profitable for the industry, although none of us like to see the conditions under which it could be obtained." — Philip W. Orth, Jr., Ph. Orth Co., Milwaukee, president of the National Bakery Suppliers Assn.



John P. Garrow

BEMA

"As we enter the year 1951 every baker and every bakery equipment manufacturer realizes that it will be a year of controls and material shortages.

"The Bakery Equipment Manufacturers Assn. has tabulated the essential materials required for the production and maintenance of the bakery equipment and machinery that will be needed in 1951, and these totals have been submitted to our government for their guidance in the setting up of controls for proper allocation of materials.

"It will be necessary that every segment of the baking industry cooperate with each other and with our government in making sure that the materials that are allocated for our industry are all used to help the industry serve the people. There will be many shortages, and the delivery time for many items of machinery and equipment undoubtedly will be extended.

"The members of the Bakery Equipment Manufacturers Assn. all appreciate the needs of the baking industry, and every manufacturer will do his utmost to continue to produce the requirements of the industry." — C. W. Steinhauer, Union Steel Products Co., Albion, Mich., president of the Bakery Equipment Manufacturers Assn.



Carl W. Steinhauer

MADE-RITE BAKERY BUYS ROCKY MOUNT, N.C., PLANT

ROCKY MOUNT, N.C.—Made-Rite Bakery, Inc., a newly formed company, has purchased the plant, equipment and business of Made-Rite Bakery of Rocky Mount, Inc. The transfer took place at the close of business

Nov. 25. The old company had been operated by a trustee in bankruptcy since the middle of February, 1950.

The officers of the new company, Made-Rite Bakery, Inc., are Mrs. Clara Eugenia Williamson, president; Edwin B. Hamshar, vice president and treasurer, and Richard J. Potter, secretary.

It is understood that the stock of the new concern is held by the family of the late Harvey L. Williamson, founder of the Durham Baking Co., Durham, N.C.

Mrs. Williamson has announced the appointment of A. M. Burroughs as general manager of the Made-Rite Bakery, Inc., and R. N. Fowler as production manager.

Mr. Burroughs, formerly of Tampa, Fla., Wilson, N.C., and Durham, N.C., has been in the bakery business for 11 years, having been associated with Bell Bakeries, Inc., and Columbia Baking Co.

Mrs. Williamson has said that all obsolete and worn out machinery in the bakery will be replaced by modern equipment and every effort will be made to maintain high standards of production and service to Rocky Mount and its surrounding territory.

WANT ADS

Advertisements in this department are 15¢ per word; minimum charge, \$2.25. Add 20¢ per insertion for forwarding of replies if keyed to office of publication. (Count six words for signature.) Situation Wanted advertisements will be accepted for 10¢ per word, \$1.50 minimum. Add 20¢ per insertion for keyed replies. Display Want Ads \$7 per inch per insertion. All Want Ads cash with order.

BUSINESS OPPORTUNITIES

BAKERY WANTED — MIAMI, FLORIDA. Strictly retail with 1, 2 or 3 branch stores or in combination with outlets in large food markets. Located in business sections of heavily populated residential districts with decent priced goods with large yearly volume. Address 1211, The American Baker, Minneapolis 2, Minn.

MICHIGAN FLOURS

(Quality Controlled)

CHELSEA MILLING CO.
Chelsea, Michigan

IMPERIAL

WE KNOW that any baker who selects his flour with care equal to that we used in choosing wheat for **IMPERIAL** and **VELVET** flours will certainly be pleased with the baking results obtainable with those top quality brands. Our "grass roots" wheat selection program enables us to concentrate on wheats that have proved their baking merits. We can do this "grass roots" job because we are located in the heart of America's biggest wheat belt and we know our wheat growing neighbors.

The
WALNUT CREEK
MILLING CO. • GREAT BEND, KANSAS

T. H. SHERWOOD, Vice President and General Manager



duties at ESA immediately after the Christmas holiday.

Trade observers commented that the fats and oils division will face some of ESA's most difficult price problems.

—BREAD IS THE STAFF OF LIFE—

MENTE & CO. ANNOUNCES EXECUTIVE PROMOTIONS

NEW ORLEANS—Mente & Co., Inc., textile bag manufacturer, New Orleans, has announced the following promotions and realignment of executive duties:

Marshall L. Harper, formerly assistant secretary-treasurer, has become assistant vice president.

Lucius McGehee has been appointed vice president in charge of research and development.

E. Reid Powell, plant manager, has been named, in addition, assistant vice president in charge of production.

In Mente's Savannah branch, James A. Baggs, Jr., has been made assistant manager and M. P. Robertson has been named assistant manager of the Houston branch.

—BREAD IS THE STAFF OF LIFE—

NAMED BOARD CHAIRMAN

BROOKLYN, N.Y.—John E. McKeen, president of Chas. Pfizer & Co., Inc., has been named chairman of the board of the company, filling the vacancy created by the death last July of John L. Smith. The board requested that Mr. McKeen also retain his post as company president, which he assumed in 1949. At the same meeting J. William Stuart, director of the company's industrial relations department, was elected to the board of directors.

—BREAD IS THE STAFF OF LIFE—

DUNWOODY STUDENTS FINISH
MINNEAPOLIS—Ten students representing eight states completed their work at Dunwoody Baking School Dec. 21.

Enrichment's Anniversary

(Continued from page 58)

tain the best possible enforcement of such legislation. The most effective way to accomplish good enforcement, you must agree, would be to have the enriching done not by 40,000 bakers scattered far and wide but by the many fewer flour millers (400 or less). Enrichment of all flour at the mill, including bakery flour, ought to be your goal so that none of your competitors can fail to meet the standards you are meeting. Most people have come to the belief that all bread is enriched. This, as you know, is not the case. In my opinion it is your responsibility to see to it that it is. You cannot afford to leave the gap unclosed. This should be a "No. 1 must" for the industry. Lip service won't suffice. An active program is required.

Strive for Improvement

Thirdly, I suggest that even the foregoing program is not enough. Each baker ought to strive continually to improve the values of his products. Enrichment is a good beginning, but in time other values ought to be considered. Entirely practical even now is a greater use of nonfat milk solids. The protein of wheat is defective in one or two of the amino acids. The missing links in the protein of wheat are best supplied by milk. Bread and milk taken together constitute a diet that is almost perfect, which neither bread nor milk alone can claim to be.

Furthermore, recent knowledge indicates that the several amino acids must trip along together to give what is required in the processes of growth and healing. It doesn't do to eat the bread at breakfast and take the milk at night. The consumer, it is true, may drink his milk as he eats his bread, but will he? Many persons drink no milk and those that do may not combine it with their bread.

A principal advantage of the bread enrichment program has been that benefits accrued with a minimum of cooperation on the part of the consumer. To secure the advantages which bread enrichment brought, you had to educate not 150,000,000 people but only 40,000 bakers. So also, if the industry can come to see the advantages of adding nonfat dry milk solids to its loaf, advantages different from those yielded by enrichment, but nevertheless important, can be had with a minimum of effort.

Nor would all the advantages accrue to the consumer. Some recent tests by C. H. Bailey of the University of Minnesota and E. L. Jack of the University of California are said to have revealed that bread eating can be increased from 3 to 5% or more by including in the formula for bread not less than 6% of nonfat dry milk solids. In mentioning this I want to emphasize, as I have tried to do repeatedly before, that adding milk to bread is not an alternative for enrichment with vitamins and iron. The two procedures are complementary. Neither can alone meet requirements entirely effectively; together they make of bread a food which, in my opinion, is of terrific merit, warranting the most enthusiastic advertising.

So let me urge you to continue your advance. Critics have said that you bakers and you millers backed enrichment of your products only because your sales were falling. There was little that you could claim about your products from the standpoint of nutrition, and enrichment offered you an opportunity for more effective advertising. This in part may be admitted, yet I am confident that the satisfaction which you now enjoy, over the success of the enrichment program, is more to be attributed to the good done for the people than to any selfish interests served.

TRADEMARKS

The following trade-marks have been published in the Official Gazette of the United States Patent Office preliminary to registration. Manufacturers and distributors who feel that they would be damaged by the registration of any of these marks are permitted by law to file a formal notice of opposition, within 30 days after official publication of the marks. Official publication dates are included below.

VH—Commanditaire Venootschap Onder De Firma C. J. Van Houten & Zoon, doing business as C. J. Van Houten & Zoon, Weesp, Holland; biscuits, cake, crackers, toast, gingerbread, plain flour wafers, wafer sandwiches, syrup waffles and confectionery articles covered with chocolate, namely, cake, crackers, toast, gingerbread, plain flour wafers and wafer sandwiches. Use claimed since Nov. 23, 1938. Published Dec. 5, 1950.

DAD'S—Dad's Cookie Co., Los Angeles, Cal.; cookies. Use claimed since March 1, 1921. Published Dec. 12, 1950.

RENZ'S BREAD—J. F. Renz & Sons Co., Ltd., Lima, Ohio; bread. Use claimed since 1920. Published Dec. 12, 1950.

SALLY ANN COOKIES—Sally Ann Cookies, Fox River Grove, Ill.; baked cookies. Use claimed since July 6, 1948. Published Dec. 12, 1950.

BONDIE—General Baking Co., New York; bread, bread crumbs, coffee rings, coffee cakes, sweet buns or rolls, kladderdatch cake, pastry, biscuits, doughnuts, cookies and pretzels. Use claimed since Sept. 1, 1944. Published Dec. 26, 1950.



POUND for Pound—America's fighting planes are the world's best and have proved themselves all over the world. We can say the same for AMERICAN FLOURS, which have set a mark of excellence in dozens of leading bakeries. And for the same reasons, too—a scientific skill that produces a superior product from the finest of raw materials. **BUY AMERICAN!** You'll see the difference.

Flour Capacity
4,000 Sacks

Grain Storage
3,000,000 Bu.

American Flours, inc.

G. M. ROSS, President FLEMING ROSS, Vice-President PAUL ROSS, Secretary
T. G. McDONALD, Sales E. W. KIDDER, Sales

NEWTON, KANSAS

Bake Shop Notes

(Continued from page 39)

one half interest in the Bon Ton Bakery, Inc., **Fort Wayne, Ind.**, from J. W. Haley, who will retire to make his home in Lake Worth, Fla. Mr. France will succeed Mr. Haley as president and manager of the Bon Ton corporation.

The Continental Baking Co. plans to build its own bread depot plant at Pocatello, Idaho, and to distribute its

bread and cake products throughout the state from this point. Products will be trucked from the Ogden plant for Idaho distribution, the new depot facilitating and speeding deliveries.

Bob Kornblatt is now operating his new Strand Bakery at 1830 S. La Cienaga, **Los Angeles**, in the Daylite Superior Market.

Earl Scull has opened a new retail bakery at 464 D St., **Perris, Cal.**

Willy Seidner is now sole owner of the Beverlywood Bakery at 9128 W. Pico, **Los Angeles**, having bought

the interest of his former partner, Ben Zelickson.

C. Baillee has bought the retail bakery at 3406 Eagle Rock Blvd., **Los Angeles**.

The B & B Bakery, 4125 City Terrace, **Los Angeles**, has just installed a new cake mixer.

Jim Vasquez has opened a new retail bakery at 417 N. Rowan, **Los Angeles**. It is called Marie's Bakery.

M. McMillan's has moved its

STALE RETURNS A PROBLEM

NOME, ALASKA — Mrs. Jennie Martin, owner of Nome's only bakery, plans to have bread flown into the northern city from Anchorage until she can set up temporary facilities to replace those destroyed by fire recently.

Merimac Donut Shop from Idyllwild, Cal., to 11 E. Citrus, **Redlands, Cal.**

Ray Novak just opened a new retail bakery in the Mayfair Market at 5767 White Oaks, **Encino Park, Cal.**

Philip Persky, formerly of Phoenix, Ariz., has bought the Good Cheer Bakery at 6714 S. Central Ave., **Los Angeles**, from Hans Gawellek.

Fire broke out in Aunt Jennie's Bake Shoppe, 516 Monroe Ave., **Rochester, N.Y.**, recently and caused damage estimated at \$3,500.

The Rutledge Bakery, 423 S. Main St., **Elkhart, Ind.**, has changed its name to Roberts Bakery.

A business name has been filed in the Erie County clerk's office for Cavanaugh's Bakery, 678 E. Genesee St., **Buffalo**, by John Busch.

C. M. Scott has bought the Strand Bakery at 3117 S. Vermont, **Los Angeles**, from Robert Kornblatt.

W. Piels is the new owner of Mrs. Welsh's Bakery, 3417 S. Vermont, **Los Angeles**.

L. Dickson is now operating the former Evergood Bakery at 5414 S. Normandie, **Los Angeles**.

K. A. Braatz recently opened the Menlo Bakery at 4663 El Cajon Blvd., **San Diego**.

Smith & Watson are now operating a wholesale doughnut and bakery shop at 3157½ F St., **San Diego**, named the Friendly Bakery.

M. H. Rosenberg has moved his bakery from 1618 W. Lewis St., **San Diego**, to the Midway Market, **San Diego**.

Oscar Lasoff has bought the Imperial Bakery at 1875 N. Vermont, **Los Angeles**, from Phil Karsh.

Mary Clark is operating a new bakery called Mary Clark's Happy Heart Products, 2393 E. Washington, **Pasadena, Cal.**

Ed Redin, formerly of El Centro, Cal., has bought the Swiss Bakery at 834 Main St., **Santa Paula, Cal.**

—BREAD IS THE STAFF OF LIFE—

DCA NAMES A. H. GOODMAN TO RESEARCH POSITION

NEW YORK — The Central Research Laboratories of the Doughnut Corporation of America has announced the appointment of Abraham H. Goodman as assistant director of research and development.

Mr. Goodman has been associated with DCA for seven years, and was previously with the American Maize Products Co.



"HARVEST MOON"—AN ORIGINAL LITHOGRAPH BY HENRY E. WINZENREID

"When the Harvest Moon is Shining"*

The wheat fields at harvest time soon become baked goods, cereals, snack foods, flour mixes and countless other necessities in our abundant diet. In final packaged form, most of these foods rely on Riegel Papers for the careful preservation of their edible goodness.

There's a Riegel Paper for almost any requirement you may have in protective packaging . . . a paper you can depend on for economy and production efficiency. We feel sure we can serve you in the same effective manner we now serve the sales leaders in so many different fields. Write us today and tell us what you want. Riegel Paper Corporation • 342 Madison Ave., N. Y. 17.

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With pride the early American craftsman stamped into his hand-wrought silverware the hallmark, his emblem of integrity and quality. It is with similar pride Shellabarger's points to its crest, a symbol of uncompromising quality since 1776. Widely preferred among quality-conscious bakers, Shellabarger's Flours are the product of nearly two centuries of skill and know-how. The Shellabarger's crest is your best protection for steady, dependable bakery performance.

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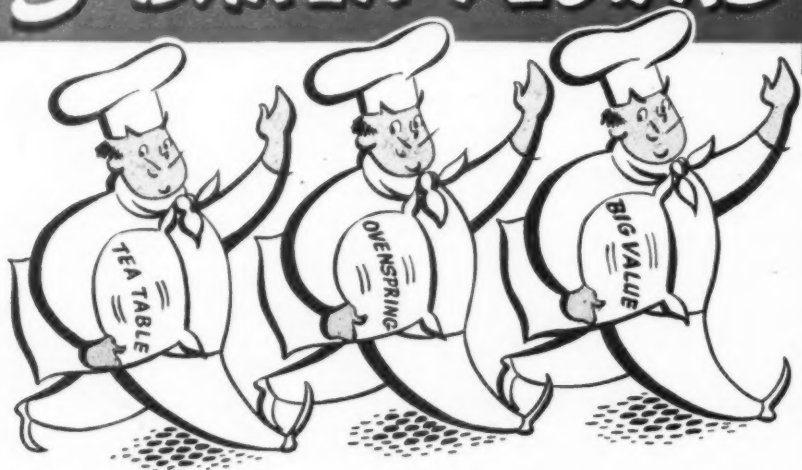
SHELLABARGER'S, Inc.

SALINA, KANSAS



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BIG "S"
GOLDEN BELT
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DOUGHBUSTER**

3 BAKER FLOURS



that give
consistent quality!
for greater profits!

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OVENSPRING

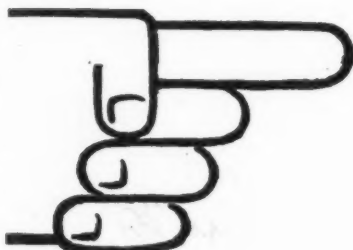
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SALINA, KANSAS

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Quality Millers Since 1879

QUALITY ABOVE ALL ELSE

SILK FLOSS



**BREAD AND CAKE
FLOURS**



*Finest Short
Patent*

THE KANSAS MILLING CO.

WICHITA, KANSAS



If you want to make the best of your baking skill, you'll need the right foundation of a superior flour. Then you had better call for SILK FLOSS or SANTA FE TRAIL. The famous brands have all the extra quality that gives a baker a free hand in producing a loaf of the highest standard.

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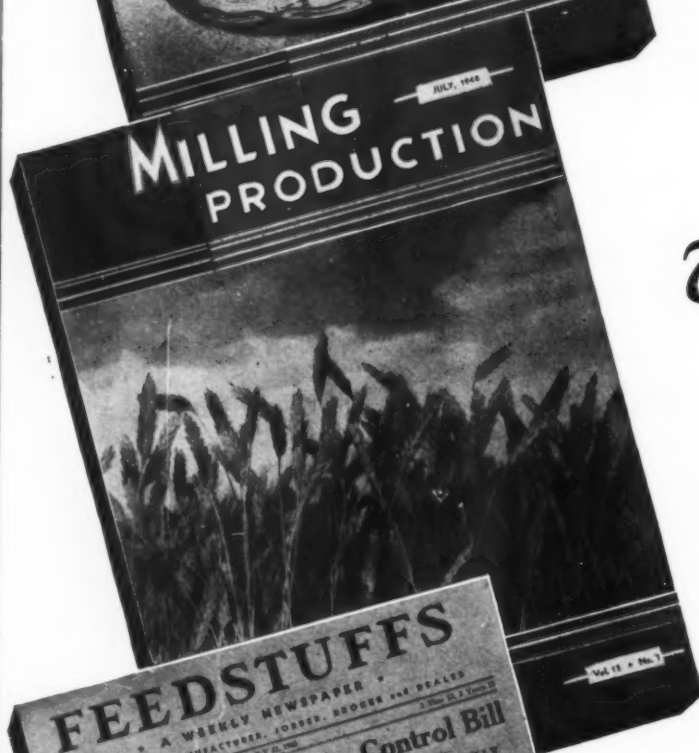
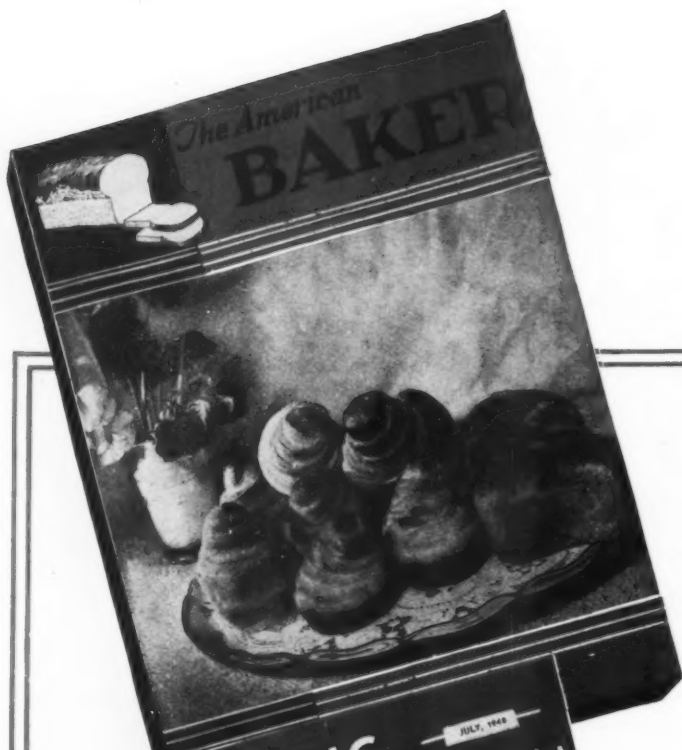
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1894**

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foundation for Permanent Success.*

K*ING MIDAS means Quality*

KING MIDAS FLOUR MILLS
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THE AMERICAN BAKER—published monthly—provides the baker with informative news about his industry. It gives the people who buy ingredients and equipment complete market and bakery news. An outstanding regular feature is an authoritative review of the factors influencing the flour market, nerve center for bakery profits.

MILLING PRODUCTION is a monthly technical journal for operative millers, cereal chemists and their associates. Its circulation is carefully selected to assure advertisers complete coverage among key personnel in the production departments of the flour milling industry.

FEEDSTUFFS—a weekly newspaper for the feed manufacturer, jobber, broker and dealer, gives its readers vital market information about the products they use, buy and sell. In addition to its paid circulation—largest in the field—selective controlled trade coverage provides concentration in the territory you want to reach.

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ASBE PAPER DISCUSSES DOUGHNUT PRODUCTION

CHICAGO—One of the papers given at the 1950 annual meeting of the American Society of Bakery Engineers was devoted to mechanical production of yeast-raised doughnuts by W. Blair Lehault, Doughnut Corporation of America, New York. The paper has been released to ASBE members in the form of a four-page bulletin. It includes a formula for yeast-raised doughnuts, the method of mixing and fermentation, procedure for cutting and depositing the doughnuts, details of frying the doughnuts, including layout for production of various quantities, and glazing. A copy of the bulletin will be sent on request to the secretary, Victor E. Marx, Room 1354, La Salle Wacker Bldg., 121 W. Wacker Drive, Chicago 1, Ill., if a 6¢ stamped addressed long envelope is enclosed.

—BREAD IS THE STAFF OF LIFE—

FISHER BAKING CO. BUYS SITE FOR NEW BAKERY

NEW YORK—The Fisher Baking Co., whose plant has been taken in connection with subway extension work, has purchased a plot of 60,000 sq. ft. on the north side of 44th Ave. from Ninth to Tenth Street, Long Island City, Queens, for improvement with a new baking establishment.

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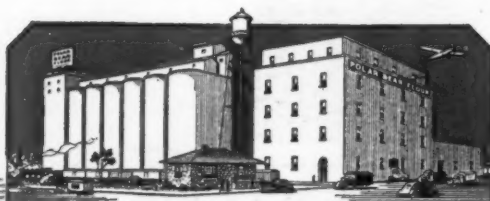


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1899



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DYOX

for flour maturing

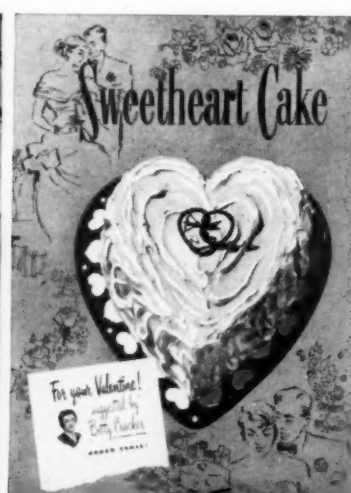
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for a whiter, brighter flour

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You can bet that General Mills has backed this *better-than-ever* Sweetheart Cake with a grand array of merchandising aids that's little short of terrific. And you get a whole carton-load of these aids for only \$2.00! Share in the

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20 plastic heart 'n cupids
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